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CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, OCTOBER 5th, 1917 No. 40

The package may be imitated but the contents cannot

St. Lawrence

Granulated

The Standard of Quality

Give your customers the best.
It helps business.

St. Lawrence Sugar Refineries, Ltd., Montreal

Grocers everywhere find them profitable

Our strong, well-placed campaign of consumer advertising has introduced

Borden Milk Products

to every community in Canada; that is why most good grocers find it profitable to sell these "Leaders of Quality."

First sales of Borden's are always the beginning of constant re-orders, with a neat margin of profit on every sale—a margin big enough to make a daily display worth while.

Borden Milk Products are never out of season. The demand is good the year round.

Keep your stock before your customers.

Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Offices:
No. 2 ARCADE BLDG., VANCOUVER

Just One Best

If you had to choose among the claims of several salesmen in your store, each claiming his product to be the "best," it is safe to say you would settle the question in favor of the product with a reputation.

Shirriff's

True Vanilla

settles the customer's problem, for she decides on reputation, too. Shirriff's has been a favorite all over Canada for more than thirty years. Shirriff's is

50% stronger than the Government standard for pure vanilla.

Shirriff's is made by a process taking a whole year to complete, and comes from the Mexican vanilla bean —the world's best.

So you see the Shirriff reputation has been **earned** by quality; and it is quality that sells extracts. Order a case or two.

Imperial Extract Co.

Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Sani-Flush

Appeals to the Housewife

Every woman who takes any pride in her housework wants to keep the water-closet bowl clean. She has found that scouring has little effect on the stain. Caring for the toilet bowl is disagreeable and discouraging drudgery.

Then the woman learns about ***Sani-Flush.*** How it keeps the bowl snowy white, sanitary and odor-free. No more dipping of water or scouring. Don't you think she will be enough interested to try it?

You can make extra profit by acquainting your customers with the good features of ***Sani-Flush.***

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Clark's

Pork and Beans

Leaders in Quality
Leaders in Popularity
Leaders in Sales

Economical
Appetizing
Nutritious
Satisfying

If you offer your customers Clark's Pork and Beans, Mr. Grocer, you will find they give you the quickest turnover, the best results and a satisfied client.

What more do you want?—Stock Clark's

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Get this fact before every one of your customers

E. D. SMITH'S

Black Currant Jam

is

100% Pure

—as pure and as good as human skill and ingenuity can make it.

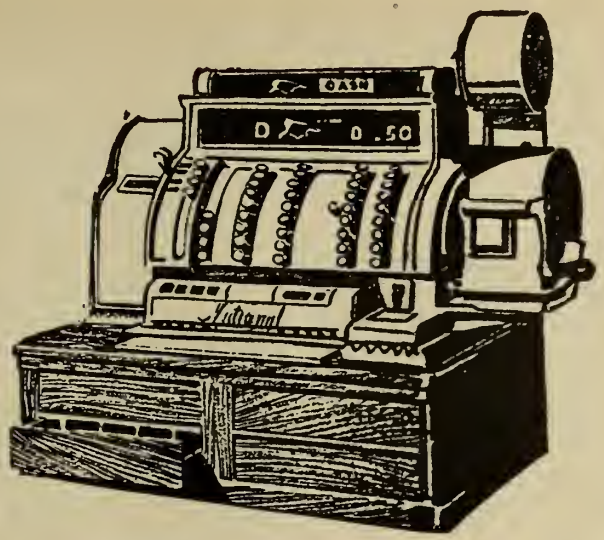
You'll find it pays handsomely to push this "E.D.S." line. Its rich, tempting appearance will coax sales continually and every time you see a jar you'll ring up a profit that's a real one. "E.D.S." Products are always good—good business makers for the dealer and good money's worth for the customer.

See that your stock of E.D.S. Black Currant Jam is ample and start things going with a good display.

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.



The Experience of Successful Merchants

YOU would welcome the advice of over 1,000,000 successful merchants as to the best and most efficient way of conducting your business.

This is precisely what you get when you install a modern up-to-date National Cash Register. For over thirty years the National Cash Register Company has received suggestions from merchants all over the world as to the best way of perfecting Cash Registers. These ideas are put in practical operation by our expert mechanics—and the result is a machine which is almost human in its workings. In one particular it differs—it never forgets—it never makes mistakes.

A National Cash Register will relieve a merchant of needless work and worry. It will give him time to look after the bigger things in his business.

It is to your interest to write us to-day. We will show you how a National Cash Register will save you money.

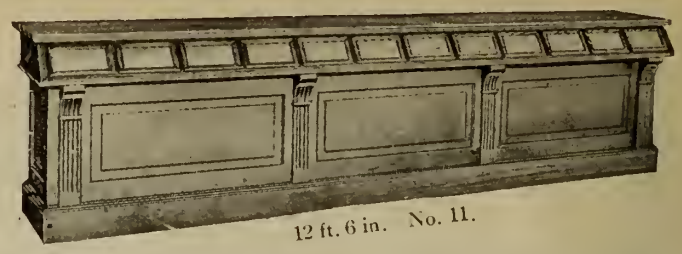
The National Cash Register

Company of Canada, Limited

TORONTO - - - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Equip your store to save Men, Food, Time or Money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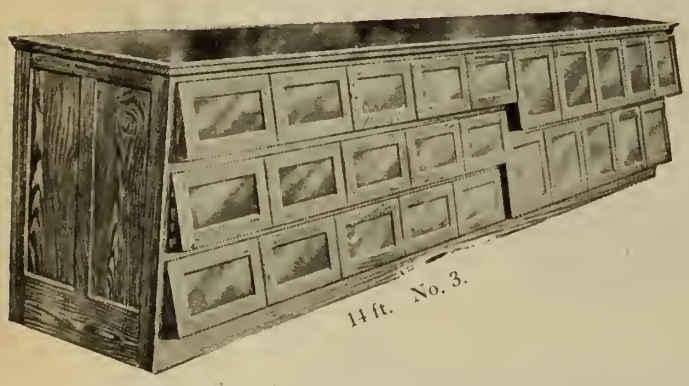

14 ft. No. 3.

The Food Controller finds there are too many non-producers in Canada between the producer and ultimate consumer. Too many agents, brokers, sub-brokers, delivery men. clerks, etc., all of whom live on the consumer's daily wage.

Canada and the Allied Nations need these men either as fighters or producers, consequently it is your duty to co-operate.

A **Walker Bin Equipment** will help you to do all this by:—

1st—Saves 25% of your labor in handling and serving your trade.

2nd—Keeps food clean, conserving the flavor in airtight bins. No flies or vermin to contaminate and spread disease.

3rd—They cost no more in comparison for what you get, than any of the obsolete equipment the ordinary carpenter or mill will make from styles used by Noah in the Ark, and which if viewed before stock is placed would serve equally as well for nails, nuts and bolts, boots, books, cow chains, overalls or milk pails as for groceries.

If you can save time, and food which means money, and labor which means men, get busy—both are in demand.

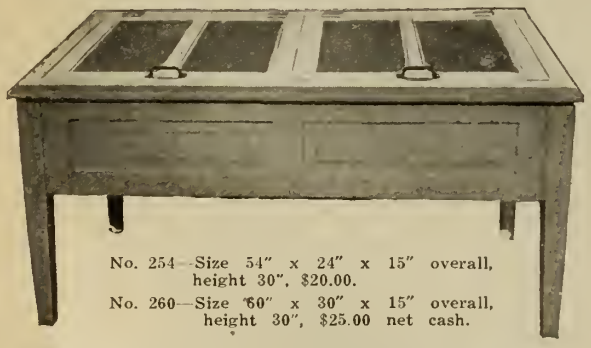
Write for folders showing styles, enclosing floor plan of your store.

The Walker Bin and Store Fixture Co.

Limited

Kitchener, Ontario

Everybody is buying fish



No. 254—Size 54" x 24" x 15" overall, height 30", $20.00.

No. 260—Size 60" x 30" x 15" overall, height 30", $25.00 net cash.

The meatless days' regulations have increased the demand for fish in every community.

Grocers should take full advantage of this extra business by stocking quality fish and showing it in an

Arctic Fish Display Dish

Our free descriptive folder will tell you all about this handsome case and show you the many advantages of fish-selling the Arctic way.

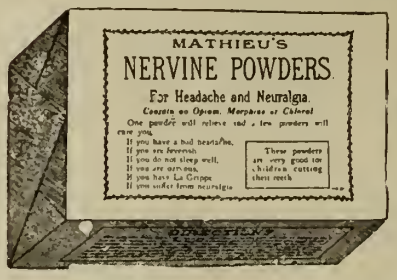
Order at once and save time.

JOHN HILLOCK & COMPANY
LIMITED

154 George Street Toronto

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.



Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.
Proprietors

Sherbrooke - Quebec

We have been working, building, securing and maintaining a reputation for Egg-O that has placed it in a position of unquestioned superiority.

We are working for two things—quality and service. Our grand success is due to the fine appreciation of the quality and strength of Egg-O Baking Powder, as shown by the rapidly increasing demand.

To properly care for your trade, to allow us to ship your orders promptly, we have enlarged our plant. We have filled our new quarters with raw material so as to take care of you in a way that will please you.

Material on the open market is scarce, and prices are advancing. The coming winter will bring unavoidable delays, so we advise that you

ORDER NOW.

EGG-O BAKING POWDER COMPANY, LIMITED

HAMILTON, - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA
Trackage Storage Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Wire, telephone or write me if you are interested in buying or selling

APPLES BEANS
ONIONS HONEY
DRIED OR EVAPORATED APPLES

FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W
TORONTO - - - ONTARIO

WESTERN CANADA.

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

You furnish the Goods
We'll furnish the Orders
C. B. HART, Reg.
Wholesale Grocery & Merchandise Brokers
489 St. Paul Street W., Montreal

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM
FOR ALL COOKING WHERE MILK IS NEEDED

EVERYBODY WANTS KLIM

The increase in the price of milk and the appearance of our advertisements in newspapers and street cars has created a tremendous demand for Klim — pure, separated, pasteurized milk in powder form.

Have you a stock on your shelves?

Order from your wholesale grocer.

CANADIAN MILK PRODUCTS LIMITED
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal
ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate

Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

If any advertisement interests you, tear it out now and place with letters to be answered.

THE SEAL OF QUALITY
IS
THE SIGN OF WISDOM

The wise men of to-day—the packers of Food products in glass, are protecting the quality of their goods by sealing all packages with the Seal of Quality—Anchor Caps.

The air and liquid-tight Anchor Cap sealed on the tumbler or jar by the most scientific and modern sealing machinery is the one closure most essential to preserving the high quality of the product.

Packages sealed with Anchor Caps appeal to the thrifty housewife because of their clean, neat appearance, and because the sweet purity of the contents is always maintained.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

Display WETHEY'S MINCE MEATS

The best food values on the market to-day.

Apples are short. Mince Meat should sell freely.

Every jobber sells Wethey's condensed and bulk Mince Meats.

Order Early.

J. H. WETHEY, LIMITED
ST. CATHARINES ONTARIO

A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

The Profit Is Good

Babbitt's Cleanser is a line that every grocer will find worth while keeping well to the front. Active selling and generous profits invariably result from a Babbitt display. Good housewives everywhere are convinced by experience that there is absolutely no better Cleanser than Babbitt's, and they like to deal with the grocer who features articles of such outstanding value.

Premiums Given for the Trade-Marks.

WM. H. DUNN
Limited
General Representatives for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

The quality of Royal Acadia Sugar paves the road to bigger profits

ROYAL ACADIA SUGAR
EVERY GRAIN PURE CANE

because **"Every Grain is Pure Cane"** and gives the housewife perfect satisfaction, bringing her back again and again for further supplies.

You can always meet her sugar requirements with **ROYAL ACADIA.** Replenish your stock to-day.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co., Limited
HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

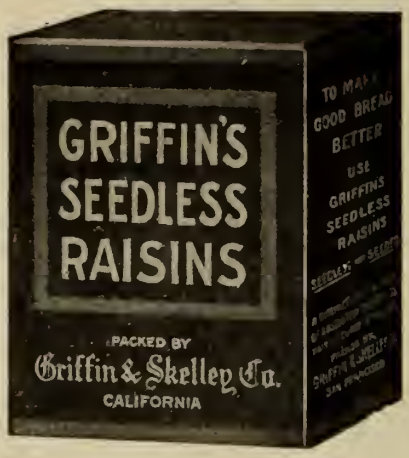
The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.
It is well advertised, and sells freely.
Your customers are delighted with

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

The United States has ordered SEEDLESS RAISINS in place of *Currants* for use in the Army and Navy. *Why?*



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Mention This Paper When Writing Advertisers

Can't Sell Bulk Tea

Mr. ———, of ———, made the following statement to one of our travellers last week: "I have to get rid of my bulk teas and I can't do it if I have any package tea around."

A pretty open admission. Very many grocers, however, are finding the same difficulty.

Is it worth while, after all, for the small difference in net profit (often questionable) to urge your bulk tea and take the risk of displeasing your customers and drive your tea trade into the hands of the tea pedlars and departmental stores?

Try featuring Red Rose for a while and watch your tea trade increase.

Pedlars cannot sell your customers Red Rose.

T. H. Estabrooks Co., Limited

St. John Toronto Winnipeg Calgary

Grocers Everywhere Sell More Keating's

During the past eighteen months there has been a phenomenal increase in the sales of Keating's Insect Powder throughout Canada. Part of this increase has been due to the demand for Keating's as an article of supply for the Military Camps, and part of the increase arises from the accomplishment of wider distribution of the commodity and the growing public knowledge that Keating's Powder is an invaluable and effective insecticide.

Place your orders early and see that your stock is ample for the demands.

Sole Agents for Canada

Harold F. Ritchie & Co., Limited

10-12-14 McCaul Street Toronto

KEATING'S
KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS
POWDER

What every housewife needs—

Stone Butter Crocks

Here is a line of tip-top sanitary pottery that is just ideal for the putting away of eggs, fruits, butter, vegetables, etc., for the winter.

Every grocer can sell this pottery. Show a few in a corner of your store and suggest them to every housewife. They'll be grateful for your thoughtfulness and your profits will be worth while.

Here are our prices on Butter Crocks.

Half gallon to 6 gallons, inclusive, 12c per gal.; eight, ten and twelve gallons, 15c per gallon; fifteen and twenty gallons, 18c per gallon; twenty-five and thirty, 20c per gallon; thirty-five, forty and fifty gallons, 24c per gallon.

The Toronto Pottery Co.

LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

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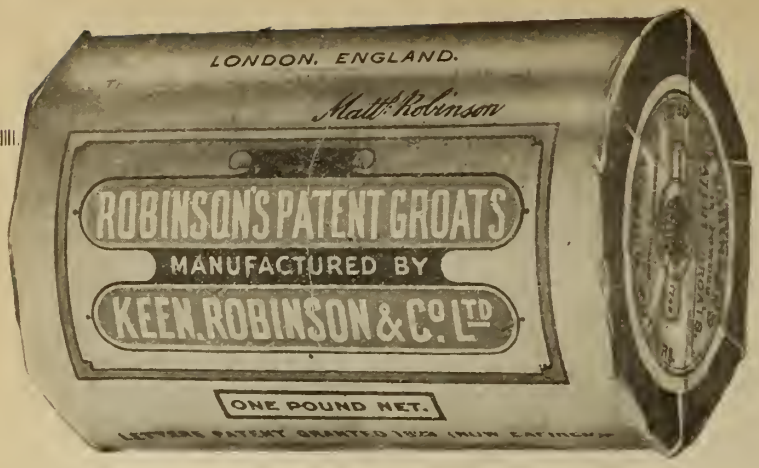

You would do well to keep your stock of

ROBINSON'S "PATENT" GROATS

and

ROBINSON'S "PATENT" BARLEY

CONSTANTLY DISPLAYED

Your customers know Robinson's and a little reminder in the shape of a window or counter display will tap a bigger source of profit for you.

Steady "repeats" will convince you that the Robinson lines are worth pushing.

MAGOR, SON and COMPANY, LIMITED

30 CHURCH STREET, TORONTO — 191 ST. PAUL STREET W., MONTREAL

Niagara Grape Juice

RED and WHITE

Trade Prices

50c. Size Per Case	(1 Doz. Qts.)	$4.00
25c. " " "	(2 Doz. Pts.)	4.50
10c. " " "	(6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors - NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, OCTOBER 5, 1917 No. 40

Getting Results from Window Display

Some Hints on Window Dressing by Harold Crone, of the Kent and Brown Company, Saskatoon, Sask., Who Has Gained a Solid Reputation for Effective Window Displays.

I HAVE found that some windows pay, that they give splendid results. The shredded wheat window which I put in early this year is an example of the window that will sell goods. In that case we increased our sales 100 per cent., while the window was in, and continued to sell shredded wheat in large quantities after it was out, showing the after-effect of the window display. Prior to putting in this window we averaged a case a week, whereas while the window was in we sold three cases per week.

You will remember the window which I dressed for the CANADIAN GROCER Contest, and which won first prize in Class A. It was a fruit window, and we sold a lot of fruit as a result. Tangerine oranges were just in, and we sold seven cases of those alone. One of the lines shown in that window was apples, which we had polished up so as to attract attention. I recommend that apples when displayed in a window be polished in every case, but only the top layer. This shows apples just as they will appear on the dinner table. I never wrap apples. The Greeks do. I like to be different, and take the papers off.

In my window, photograph of which

A window specially dressed for Canadian Grocer by Harold Crone of the Kent Brown Company, Moose Jaw. The arrangement of the window is as follows:—

Front row—In the farthest corner a case of egg plant, then plums, citron, peaches, and in the corner green tomatoes. Second row—Crab apples, marrow. Note the large cabbage grown by J. C. Barnes of Moose Jaw, which weighs 15 lbs. Crab apples, squash, and ripe tomatoes. Third row—Oranges at each end with a display of vegetables, carrots, parsnips, turnips, and beets in the centre. Fourth row—Lemons and apples at each end with tomatoes in centre. Fifth row—Plums at each end with oranges in centre. Sixth row—Plums. Seventh row—Large bottles grape juice.

Another point worth mentioning is the sign which is only partially shown which reads. "The Food Controller says, the ban is on the can. Fresh vegetables arriving daily."

was shown in the CANADIAN GROCER, I used the lids of cheese boxes to good effect. There were fifteen of these lids, each one being wrapped up in white paper. I think this is a good idea when perishable food is being displayed, as it avoids having much stock in the window, thus permitting them to sell the other stock in the store.

We have noticed when we have put a box of apples in the window that a woman would ask for some from that particular box from the other end of the window, which caused us considerable inconvenience. However, in the case of the window I referred to above I had to break in for the tangerine oranges, as we could not buy any more in town. Besides the tangerines, we sold twelve case of other oranges, 30, 40, and 50-cent size.

Increased Toffee Sales

Some months ago I dressed a window of Riley's toffee, and we sold more toffee in two weeks than we ever sold before, showing the selling power of a good display. For that window I conceived the idea of a Ferris wheel, with four tins of the toffee on the rim to resemble boats, just as you see on the large Ferris wheels. This was rotated by an electric motor located underneath at a very low speed.

I usually leave a window in for about two weeks, but I think it would be much better to change window every week if possible. However, it takes a long time to dress a good window, and if the window is selling the goods, it is perhaps just as well to leave it in.

A window dresser, before commencing work should figure what the public need, and not what he thinks ought to go in. During the spring of the year it is customary to make displays of soap, broom tomary to make displays of soap, brooms, etc. In the winter one should display breakfast foods, suggestive of cold mornings. One might make a display of Bovril, rolled oats and the heavier foods, with suitable cards. In summer months one should display cereals, such as corn flakes.

After the fruit comes in, we practically give both our windows over to displays of seasonable lines. When the strawberries arrive, we give them the window. Next come raspberries, and so on. I usually dress the window at 6 p.m., leaving a light burning from 10 to 11 p.m. We know this is good business, as we often have people phoning orders, specifying certain boxes in the window, showing that they have seen the fruit on the previous night. Fruit windows are changed every day, as it would never do to leave them longer.

A Drawing Card

I make a point of always having a drawing card in my windows. This does not necessarily mean a big card, but I like to have something that will draw immediate attention. For instance, a window advertising Welch's Grape Juice, which I put in last spring, showed a prize fight small stage set, with two small fighters, and everything made to look like a real fight. As the window was dressed for Welch's Grape Juice, other lines were shown as being knocked out. In this case a card was used bearing the words: "Big Fight Now On." People seeing this, walked half a block to see what the fight was about.

Sugar Under Control of Commission

Refiners Disturbed at Uncertainty of Allotment of Raw Supplies—Prices Will go Down—Element of Speculation Eliminated.

THE sugar refining industry, large and well developed, and like that of milling, self sufficient for the needs of Canada, is, like the latter too, facing the problem of the fixing of prices, and the uncertainty that will result to the earning powers of the properties and the value of the stocks held by the investing public.

Inquiries made by the CANADIAN GROCER this week among the chiefs of the big refineries of this country lead to the belief that the chief danger to the earning powers lies in the possibility that the allotment of raw sugar to the Canadian factories may not be sufficient to admit of the volume of export to England and France being continued in the coming year.

Exports May be Cut Down

This export business, for all the restrictions that have been set upon the consumption of sugar by the Royal Commission, has increased considerably the sales of the Canadian refineries this year, and added even more to their profits. For the future, the whole control of the sugar situation as it affects Canada and the United States as manufacturers, Cuba and other countries as producers of the raw sugar, the United States as producer of beet sugar, and the Allied countries as the buyers of refined, will be vested in a body that has been just formed to supersede the Royal Commission, the "International Sugar Purchasing and Distribution Committee." This combines a representative of the Food Administration of the United States, as chairman, and two representatives each of the refiners of the United States and the sugar men of England. In the United States there has also been formed the National Sugar Committee, comprising the United States there have also been formed the National Sugar Committee, comprising the United States members of the "International"; the American Refiners' Committee, and the Beet Distribution Committee.

Price Fixing for Canada

A price for beet sugar has been fixed already, and a price will be fixed for the new cane sugar crop of Cuba which starts to enter about the first of January. Following the fixing of the price of the raw, there will be a fixing of the price of refined in the United States, and possibly in Canada. The Food Controller, Hon. W. J. Hanna, has been in correspondence with the Canadian refiners about this, as well as the supplies that they require for next year. From now on the supply of raw sugar is practically under the control of the International Commission, and it may require some pooling of supplies all over America to help out the 50,000 tons of raw cane that is left until the new crop comes in. Whether Government influence in Canada and the United States will prevent any inflation of prices before January is a little uncertain: after that it is the general opinion among Canadian refiners that there will be a drop in prices, starting with the raw. The scarcity of raw cane sugar, and the virtual prohibition of competition has caused two of the largest refineries in the United States to close down.

Small Margin in Canada

D. Lorne McGibbon, President of Atlantic Sugar Refineries, expressed some anxiety less the supply of raw sugar for Canada might force a cutting down in export shipments to England and France. "I am convinced that although the price of sugar will be lower after the first of January there will not be much change before that time one way or the other." He pointed out that the present margin in Canadian prices at present, 50 cents per cwt., did not allow sufficient profit for Canadian refineries as the duty was $1.37½ compared with $1.01 in the States, 15 cents for freight, and a larger allowance to the wholesaler. The margin to the Canadian refiners averaged only 15 cents per cwt.

Huntly R. Drummond, President of the Canada Sugar Refining Co., was asked whether it was likely that the price that may be fixed by Mr. Hanna would allow for the full amount of the extra "spread" between costs in the States and in Canada.

"Well," was his reply; "it would hardly be fair to the consumer to allow for more than we ourselves do at present, would it?"

Enough Allotted to Canada

In regard to the future relations of the International Commission to Canadian refineries, Mr. Drummond said: "We know nothing as yet as to how the control will apply. But I have no doubt that there will be enough allotted to Canada for our needs. For the present I believe there is enough raw sugar to go around provided there is no speculation, and this has been eliminated by the Commission. Otherwise there would have been a bidding up of the balance of the old crop of Cuban raws, and far higher prices would have resulted. The beet crop of some 280,000 tons will be

available in November, and the new crop of Cuban is larger than usual. I expect that the same price for raw sugar will be fixed for Canada as for the States,—lower than it is at present, with the result that the price of refined will be relatively lower."

One advantage to Canadian refiners if prices are fixed will be that there will be a steady buying and not a recurrence of "stagnant" periods as has been the case heretofore, when the market has seemed too dangerous to risk stocking up.

FIXING WHOLESALE PRICE OF APPLES

A Difficult Matter to Decide—How it Would Affect the Apple Business

THE Fruit and Produce man is the latest victim of the persistent though rather profitless energy of the Food Controller. An order in council is in the air requiring all the Fruit and Vegetable Wholesalers to register. This in itself is a simple matter, and probably means that the Food Controller wants to keep a tab on them so that in the event of him wishing to go further into the matter of the price of fruit or vegetables, he will know where to go for his information.

However, that is not all that is in the wind, and it looks as though more indiscriminate price fixing were —well probable. Price fixing is all right, if a true and accurate basis is arrived at, and if the handler is given a fair margin for his necessary services. It is all wrong if it is decided on the basis of costs, as some committee, after a brief consideration, believes them to be.

Mr. Hanna, for instance, announces that the spread of profit on apples from the producer to the consumer, is too heavy. Very probably it is, but curtailing the wholesalers' profit, is not only not doing justice to the wholesaler, but is attacking only one of the very small items in the handling charges. Packing, cartage, storage and freight charges mainly represent the items causing the spread.

Recently representatives of the Wholesalers and Retailers appeared before the Fruit and Vegetable Committee in Ottawa, and produced answers to a number of questions that had been propounded to the retailer. These questions dealt with overhead expenses, profit required on a barrel or box of apples, profit required in peck or half peck quantities. Questions as to the normal shrinkage on Fall and Winter apples, on oranges, and on other summer fruits. It is interesting to note in reference to this question that in most instances this shrinkage was considered negligible. Other questions deal with potatoes; what profit was required when sold by the bag, when sold by the measure, and further questions, regarding the retailers' opinion of the probable price, and the effect of a fixed price on potatoes.

Undoubtedly this committee got some interesting and useful information, but it was not the information necessary on which to base a set price for the wholesaler, yet this was apparently the use that was made of it. The wholesalers were also present and presented their case. Mr. Despard of White & Co., Toronto, stated emphatically that apples could not be handled at a profit under 12½ to 15 per cent., and that this was merely a turnover profit and really showed them no margin at all. Mr. Hanna, however, had evidently paid more attention to the retailers' statement that the wastage was small, therefore, he decided that 11 per cent. profit was quite sufficient at all points east of Fort William and including the Maritime Provinces. Wholesalers generally are of the opinion that no actual effort will be made to enforce this price. "They don't want to ruin the apple business," was the way Mr. Everest of McWilliam & Everest voiced this opinion. Mr. Everest was strongly of the opinion that any such action was beyond the bounds of possibility. That there was no possible way in which costs could be arrived at. For instance, he stated, some apples purchased, have to be sold at a loss of 50c a barrel, others may be sold at a dollar profit. The one transaction must of necessity be placed against the other in arriving at a just price, and this under any hard and fast system is difficult to do.

It is the intention of the Food Controller, it is understood, to fix a price for potatoes and apples, though no definite price has been decided upon as yet.

"Cash and Carry" a Growing Cause

Co-operating With Grocer in Saving Delivery Will be to Advantage of the Purchaser as Well as to the Grocer—Delivery Must be Paid For, and the Customer Must Pay It.

CASH and Carry," is becoming an aggressive advertising slogan of some progressive merchants. It is significant. Comparison of prices in some instances emphasizes the advantages derived by the customers who see no humiliation in carrying their purchases. With the merchant it eliminates the expensive delivery system, as well as bookkeeping, and on the whole simplifies his work. It enables him to pay cash and thereby receive the advantage of the larger discounts.

Not An Individual Scheme, but a Co-operation

There is room for this class of business in most communities. The custom will never become general, because there must be the delivery system for the bulky and heavier class of goods, but much could be done to reduce the service if greater co-operation was manifested by purchasers. When they are willing to look with greater confidence upon the seller, regarding his end as only part of a co-operative scheme, instead of solely in the light of an individual money-making scheme, they may reasonably expect greater advantages from the merchants. Too many customers expect "special" attention, and cheap prices at the same time. The merchant's time is worth money, just as is the plumber's, or any mechanic who may be called in to render a service. One way to help the merchants keep prices at a lower level is to pay cash and assist in reducing operating expenses.

Delivery Partially a Result of Vanity

Much of the delivery system simmers down to simply a matter of attention, which has been nurtured by public demand. The vanity of human nature is susceptible to attention. People pay for it in the Pullmans and at the fashionable hotels. It is a mark of wealth and exclusiveness. For those who can afford it, well and good, but in an ordinary commercial sense it should not have much bearing with the average man or housewife struggling at the present time with the high cost of living. To them "Cash and Carry" should loom large as a real argument.

COMMITTEE ON ACID FRUIT EXPORTS

A new decree in regard to Italian exports of acid fruits provides for the formation of a central committee for exports of acid fruits, to be composed of one representative of the Ministry of Commerce and one of the Ministry of Agriculture; two representatives of the producers and one of the exporters of acid fruits for each of the Provinces; one representative of the producers for each of the Provinces; one representative of the Chamber of Acid Fruits; and a president nominated by the Council of Ministers.

The scope of the central committee is to encourage, direct and govern the exports of acid fruits, and in general to promote the interests of the commerce in acid fruits. It may institute offices or agencies in the localities of the Kingdom and in foreign countries where these interests are greatest.

BERMUDA FOOD SUPPLIES AWAIT SHIPMENT

Officials of Bermuda are conferring with United States authorities relative to the securing of sufficient ocean tonnage to move the island's vegetable crop which has been found incapable of export because of the shipping shortage. It is declared that 300,000 crates of vegetables, 80,000 barrels of potatoes, and 130,000 crates of onions can be procured for the allied Governments' food supply if sufficient tonnage is temporarily diverted into this trade.

Credit or Cash?

A Method Which Enabled Me to Collect Nearly 99½ Per Cent. of My Accounts For Many Years.

By Henry Johnson, Jr.

THIS is the story of my experiences granting credit to retail grocery customers. One merit of it is that it worked — and it will work for you. Another is that it is true—no theory in it at all. It was worked out during upward of thirty years' retail grocery experience. In whole or in part, especially in the vital parts, you can use it, no matter what your business or its size. And note his:

The degree of your success will be precisely commensurate with the fidelity with which you adhere to the details of the working thereof.

Peculiarly, this began with an attempt to make friends of my fellow merchants. Way back in 1891 I had read of how some merchants in some places were working together and it seemed to me that perhaps I might as well set the ball rolling as anybody else. So I began to take a spare hour whenever I could find it in the afternoons to run in on my neighbors. I kept it up until I had visited all of them—some many times.

Breaking the Ice

My first reception was chilly, not to say frigid. The two partners were "cleaning up" and both looked up at me with an expression which said: "'Well, have you got in the wrong pew, or are you out snooping?" I tried to be friendly and talked with them about any old thing, gradually working round to credits. This being a sort of neutral subject in which every man always is interested, we had a point of contact and talked with less constraint.

I got the same elsewhere, only that soon I made more rapid progress as I got used to calling on other grocers. I found those men were just like myself and that we had many things in common. Almost before we knew it we were co-operating on credit information. And here is a keynote:

It is a trait of human nature that you can make a man friendly by asking a favor of him—much more than by doing a favor for him. I found I could actually make friends among my competitors by asking them for the record of people who applied to me for credit. My method was to ask first, and then offer to reciprocate any time. Thus, long before we reached formal organization we were actually co-operating on this most vital problem.

A Peculiar Rule Explained

My own business up to that time had not been without definite rules. In fact, I cannot recall the time when well defined principles were not in force in our store. Let me say, parenthetically, that here is a hint for you: You will never get far with credit, nor anything else, unless you operate on a definite system which you scrupulously observe.

One of our rigid rules was never to trust a farmer. Why? Because farmers are not as a class honest? No. It was because we had discovered by costly experience that farmers usually have no idea of the value of time. A farmer says he will pay in two weeks or "next time I am in town"; but that means nothing at all. The average farmer has the idea that so long as he is "'good for" the amount, the merchant need not worry. To him a year is the same as a week, so long as he honestly intends to pay the bill some time. Obviously, the merchant cannot work on those lines and discount his bills.

Let me again emphasize the fact that farmers are just as conscientious as other men. Let me add that the difference between the prosperous, well read, well educated farmer of 1917 and the ignorantly poor fellow of 1890 is very great. The present day farmer, with daily mails and newspapers, plus telephones and automobiles is apt to be as good a business man as the country merchant—putting the case mildly. Even so, the main point is that we did business in a city and as such had to plan our credits to meet city conditions. Unless the business is very large, the plans must fit one class or the other—not both. We had to plan primarily for the city.

We eliminated one class of heavy burdens by paying spot cash to farmers for what we bought from them and demanding spot cash from them in return. Our position was strong in that, you see.

City Credits Carefully Handled

Shall I give you the chief item in our formula right at the beginning? It was CAREFULNESS.

We were more careful in extending credit than all but very few grocers. This fact prevented trouble instead of giving us trouble to cure. So rigid were we, so little was known about the way to get into our store on a credit basis, that I often was surprised to find customers who dealt with us for cash had the idea that ours was a strictly cash store. This fact came out on my invitation that they open accounts with us. For when I noted a good, reliable customer who seemed fair and not too difficult to serve, I made it a regular practice to invite her account. But the impression that we were very strict was immensely valuable to us.

When, in 1893, the business came under my own control, I began to study credits with great care. It had been told me that jobbers got by with losses of ⅛% to ⅝% on credit accounts, and I believed there was no good reason why I should not do almost as well as they. I demonstrated that I could do just that —which is the point of what follows.

I thought of my resources as it was evident the bank regarded its money—that my stuff must not go out under undue risk of loss. I thought that seeing the bank was so careful with me, a merchant backed by tangible, seizable resources, surely I must be as careful with people whose sole asset was personal character—plus, perhaps, a salary by no means guaranteed to them indefinitely. I am sure now that I often drew the lines too tight; but I cannot have been far wrong, judging from ultimate results.

Credit Exchange Useful If Used

The informal work among the merchants evolved a credit bureau which, as time passed and it proved its value, was recognized and supported by merchants in all lines. This bureau was very useful to me—**because I used it.**

So here follows another hint for you:

Often I heard other merchants say they thought the bureau "of little use to anybody." But further inquiry revealed the fact that those men used the bureau very little. Of course, it was little use to them—how could it be otherwise?

And here is another hint:

In the business of safeguarding credits you must GIVE as well as TAKE. In other words, you must co-operate. Such system of frank interchange of neighborhood reports is invaluable if it is carried out to the limit. Why should it be good to get credit reports from a distant town on a stranger and not good to get similar reports from your neighbors? The local customers will apply many times as often as strangers, and it is much more important that you "keep the home fires burning," believe me.

Rules Made to be Observed

I shall finish the story next week. Then we shall be ready for a summary. Meantime, let me insert another pointer:

Rules in my business were made to be lived up to. Nobody worked on snap judgment. I knew just how accounts should be opened by anybody in the store; and I proceeded the same way if I opened the accounts myself. Any clerk knew exactly the consequence of disregarding the means of insuring the question whether a certain person should get goods on credit. If the clerk proceeded properly, he avoided responsibility. If he did not, he assumed the charge—and paid it if the customer did not do so before the next Saturday night.

Is this a necessary fundamental in any department of any business? It sure is. But one reason why men fail is that they do not observe THEIR OWN RULES THEMSELVES.

An interesting interior. The well arranged store of the Burridge Mercantile Co., Victoria, B.C.

ECONOMY IN DELIVERY

U. S. Boards Urge Reforms in Delivery Systems Upon Retail Grocers

An active campaign has been instituted by the National Council of Defence, through the Commercial Economy Board of the United States, to urge greater economy among retail grocery stores in the matter of delivery, and the plan might be followed to advantage in Canada under the prevailing conditions. The investigations of the Board revealed the fact that a tremendous amount of manpower and money was tied up in unnecessary and wasteful work, and that delivery work could be reduced immediately by restricting the free delivery of small purchases, by eliminating special deliveries altogether and by other means. As a result of these investigations, retailers in the United States have been "advised" to cut their deliveries to one a day, to eliminate all "accommodation deliveries," to discontinue going over the same route the same day more than once, and to ask consumers to carry their purchases home whenever possible.

The Board pointed out that though such changes in delivery would be a big factor in the winning of the war, nevertheless the principle was based on sound business and should correct many abuses and leakages long suffered by the trade. Study of the situation showed that the average cost of delivery in retail grocery stores was not far from three per cent. of the gross sales. For this reason it was imperative that something be done, and the reluctance of the grocer to take the chance of displeasing a customer by refusing to make an "accommodation" delivery should be done away with.

The Board urged, in addition, that every form of publicity be used to impress upon customers the necessity of carrying parcels wherever possible, and suggested the slogan, "Carry Your Own." It was also suggested that signs should be prominently-displayed in every retail grocery store asking purchasers not to require needless deliveries.

Co-operative Delivery

Economies had been effected in many small and medium sized towns by central or co-operative delivery systems, and this plan received the support of the Board owing to the fact that the plan released half the men and equipment usually required. Savings over the old method is as high as seventy-five per cent. had been reported through the adoption of the co-operative system, and customers usually preferred it to the individual delivery plan. Other plans which the Board considered worthy of consideration included the making of an extra charge for delivery, restricting delivery to orders of a certain size, and the offering of a cash discount to those who "carry their own."

The National Council of Defence in connection with the economy campaign has sent the following letter to the secretaries of the various grocery associations:—

ECONOMY IN DELIVERY.

Dear Sir:—

In the present emergency it is absolutely necessary that the country's resources be used to full advantage to aid in carrying on the war. This means that all necessary services shall be eliminated in retail trade as well as in other lines of business. The Commercial Economy Board has made a careful investigation of the economies that are possible in the delivery service of retail stores. This shows that a large number of men and vehicles can be released for military or other services that is essential to the welfare of the country.

The Board points out, therefore, that delivery service in retail stores must be very substantially reduced immediately by restricting the free delivery of small purchase, by eliminating special deliveries, and by other means.

If possible, not more than one delivery a day should be made on each route.

There is such urgent need for men and equipment in other work that the country cannot endure the waste that is occasioned by the accommodation delivery of small purchases.

The Board has found, furthermore, that in numerous small and medium sized cities and towns, central and co-operative delivery systems have resulted in large savings. Less than half of the men and equipment are required. The Board therefore recommends that central or co-operative delivery systems should be introduced generally in small and medium-sized towns.

The Board desires the co-operation of your association in making these corrections immediately effective. These changes in delivery should be introduced as soon as practicable, certainly not later than August 1, 1917. Please state to the members of your association that the Board intends to use every resource at its command, including the co-operation of the State Councils of Defense, to make these changes effective.

Yours very truly,
(Signed) Commercial Economy Board,
Council of National Defense.

FROST DAMAGES CRANBERRY CROP

The Cape Cod cranberry crop has been badly hurt by frost. It ruined some tracts and thereby killed the output. As this is the great cranberry section, the loss will possibly result in high prices.

Woolworth to Sell Groceries

The F. W. Woolworth Company, the big five and ten cent chain store organization, has opened a grocery department in their Boston store and it is probably only a question of time before it will be extended to other branches.

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EDITORIAL BRIEFS.

F. B. CARVELL speaking in the Commons recently made the statement that Canada will have a surplus of 10,000,000 bushels of potatoes this year. Of course Mr. Carvell may have omitted counting some of the small garden patches, or then again he may have counted too many. But anyway here's hoping that he is somewhere within a few million bushels of the mark. It's a cheery good-night thought, to hear of a surplus of anything, anywhere.

* * *

FISH from Ontario lakes, with the blessing of the Ontario Government still clinging to them, appeared in some of the fish stores in Toronto. The supply of them was limited, however, and most people had to eat the variety that came from the wholesaler, and to pay the wholesaler's price.

* * *

THERE is a great question as to whether the Food Controller is not fighting against himself in some of his activities. To ask merchants to labor for nothing, is asking rather much. To ask them to handle apples for a profit of 11 cents is about an equivalent to asking them to do that thing, the tendency will be for the wholesaler to leave the apples in the orchard where they grow, which will not be to the benefit of the country as a whole.

* * *

THE Committee appointed to investigate the price of Milk concluded their preliminary work and adjourned indefinitely. In the meanwhile there has been no noticeable effect on milk prices. That is the difficulty with these committees, they mainly tell us something that has been a standing sorrow with us for years past, that prices are high.

THERE is a suggestion, however, that the committee is investigating the question of margarine to see if it is generally desired. There is some hope in the fact that such an organization is having the temerity to even ponder this question.

* * *

RICE is achieving a wonderful increase in popularity in the United States. There was an increase of consumption of nearly 800,000,000 lbs. during the past year. In other words, during the year 1914-1915, the per capita consumption was 11.34, while during 1916-1917 there was a per capita consumption of 17.33 pounds.

* * *

"ALL the blood, all the heroism, all the money, and all the munitions in the world will not win this war unless our allies and the people behind them are fed. They will not be fed, your sacrifice of blood and money will be in vain, we shall go hungry and a great cause will be lost unless you stand guard each day in your home over your supply of wheat, meat, fats, sugar, milk." Such is the cogent argument for Conservation urged by the American Food Commission.

CO-OPERATIVE BUYING AND ITS UNFAIRNESS

THE practice of certain large corporations, manufacturing concerns, banks and establishments of a similar kind of purchasing goods from manufacturers and packers at a nominal figure to be sold to their employees at less than the regular retail rate, is a practice that however worthy its object, is not one to be encouraged. The manufacturer, wholesaler and retailer system of distribution has been tried out and found to be the most economic and effective that can be devised. When the manufacturer or packer goes direct to the consumer, as he does in such schemes as these he is cultivating an enterprise that will be to his serious disadvantage. When you injure the retailer, and such schemes as these do injure him, you injure the mass of the community, and benefit few. We have a circular before us at the moment. The E. R. West Coffee Company of New York, styling themselves "direct importers, blenders and roasters," are appealing to some of the large commercial concerns in Canada to buy coffee in bulk through them and sell it to their employees.

This is all very well for a retail concern, but we judge that the company also depends on the retail trade for part at least of their patronage. That is the only place where one might quarrel with such an activity. It is hardly playing the game fairly.

As for the large firms who are unquestionably attempting to benefit their employees, might they not if their interest is so pronounced, provide an adequate wage scale for these employees? Thus making their interest a charge against their own business rather than against that of a number of smaller but equally useful members of the community.

PURCHASES ON THE BASIS OF FORMER DAYS

THERE are many voices being raised here and there to point out the dangers that present themselves in the commercial situation in these unsettled times. More and more often we are hearing of world supplies of foods nearing the vanishing point, more and more often is the necessity of conservation being brought before the public attention. Yet despite this fact there are individuals and merchants who are not hesitating to aggravate the situation by unusual buying, by purchases that they would not have considered in normal times. All this is wrong. Certainly the purchases of the individual should not be greater in these times than in the times before the war, equally certainly there should be no increased buying on the part of the merchant. Hoarding for possible profit is a dangerous matter now, it is a serious matter too in that every excess of buying, tends to add to the stringency of the situation that has already reached serious proportions.

The National Credit Men's Association of the United States is urging the limiting of purchases within the bounds of former days in the following striking words:

"We say first and emphatically to the credit man, that *every form of gambling in prices, commodities and credits, must be suppressed.* This is no time for the buyer to pile up stocks in the anticipation of higher prices; this is not the period when commodities should be bought out of fear for the future or when unreasonable credits should be granted; there must be just as even a flow of commodities from producer to consumer as human powers can provide; unselfishness must be exercised so that the slightest possible burden shall fall upon everyone related to the commercial and credit system as producer and consumer."

These words may well have the thoughtful consideration of every thinking merchant.

INCREASE IN CANADA'S TRADE

ACCORDING to trade figures made public this week, Canada had a favorable trade balance for the first five months of the fiscal year of $180,000,000. It is estimated that trade for the present fiscal year will exceed last year's great record by $500,000,000. The total trade for the first five months amounted to $1,128,274,119. The imports for the month of August alone amounting to $91,931,000 were much greater value than for the corresponding month of last year, when the total for the month reached $72,331,014.

Export trade shows a corresponding increase of from $96,832,161 in August last year to $152,563,345 during the corresponding month this year. For five months export trade totalled $672,022,649, an increase of $217,291,385 over the same period last year. For the first five months of the previous fiscal year total trade was $768,635,214. For the corresponding period this year it is $1,128,274,119.

These figures are decidedly encouraging and indicate that Canada's remarkable trade expansion continues without abatement.

THE HUMBLE POTATO TO THE COUNTRY'S RESCUE

WITH all this talk of saving, saving this and saving that, it is refreshing to hear of something that one can eat, and can eat all one feels inclined to without having to take the pledge card out of the window. It looks as though the potato was cut out for the part this year. The United States Department of Agriculture estimates a production of potatoes this year totalling 467,000,000 bushels, as compared to 258,437,000 bushels last year. As Canada has also a record crop, and as a considerable quantity of last year's crop had to go to fill the void in the American supply, a condition that will hardly be repeated this year, and with a lot of amateur gardeners gathering the home-growns for the winter's store, well, it looks as though the faithful potato had come to our rescue.

THE PAPER THAT IS NOT WANTED

THE Montreal *Dail Mail* has suspended. It is a class of paper which should never have come into existence. It has been financed to a great extent —if not entirely—by contributions from Montreal financiers. When will financiers learn that such a policy is very unfair to the legitimate old-established publications? They create unnecessary and often nasty competition and are seldom successful. In most cases where a rich man gives money to establish or help a newspaper it can be put down to vanity, or to serve some ulterior object. There are, of course, some exceptions. Sir Joseph Flavelle sunk nearly half a million trying to put The Toronto *News* on its feet. He had the money made in a fortunate investment outside of his business. He decided to give that money for the public good, and he tried—with the aid of an equally public-spirited man, Sir John Willison—to make The *News* a University for the masses, and it was conducted strictly on these lines. The same cannot be said of The Montreal *Mail*.

It is rather an interesting coincidence, that M. E. Nicholls, the promoter and conductor of The *Mail*, prepared a report on the Newspaper Postal Situation in Canada. He singled out trade and technical papers for attack, saying they should not be allowed newspaper postal rates as they were of no public service. When the public were telling Mr. Nicholls his spoon-fed product was not wanted, the public of Canada, the United States, Great Britain, Australia and India, as represented by their Governments were calling on the trade and technical editors and showing them that their papers were indispensable in these times of stress.

PLACE HIGH VALUE ON CREDIT

Merchants Should Educate Customers to Value Extending of Credit—Lax Systems of Past Unsatisfactory—Banking Procedure Should be Followed in Giving Credit.

IN these days, when the cash and the cash and carry systems of merchandising are receiving general attention and becoming increasingly popular, it is common knowledge that the reason for such a situation is that customers are dissatisfied with the lax systems of the past, especially in the matter of granting credits, and want anything which spells relief from the evils of past years. In the past credits have been carelessly attended to, and the result has been apparent in retail prices, thereby taxing the cash and good credit customer for the benefit of the customers using long-time accounts.

This condition of affairs would not be the case if merchants realized the advantage to be secured from educating customers to place a high valuation upon credit, and paid strict attention to the granting of credit from the standpoint of the desirability of the people to whom such courtesy should be extended instead of blindly rushing ahead to greatly increase the volume of business at the expense of neighboring merchants while there is a constant leakage through the credit system.

Rights and Wrongs of Credit

Credit is a peculiar thing, and is one of the most potent factors in deciding the course of modern business. Rightly used, it is one of the most desirable attributes of retail merchandising; wrongly used, it serves as the rock upon which many a commercial ship founders. The credit factor is often prominent in the records of financial embarrassments and business failures, and it is evident that the reason for this is that credit is too often cheapened to the consumer through failure of the merchant to demonstrate its proper value, and in this way contributes to the difficulties which bring on the financial disruptions.

The present tendency toward cash and cash and carry stores is by no means new, but was urged long before the present circumstances required greater economy which the elimination of deliveries and other new innovations being urged by organizations throughout the country were broached.

This situation raises the point as to whether retail credit business will eventually disappear and be permanently replaced by the cash system.

Much has been said about the greatly increased overhead expense of the credit system and the financial loss occasioned thereby, but rightly handled it has been proved that the overhead expense is increased by a very small fraction, and the loss is infinitesimal. The economies of the cash system are real, but they are not nearly as great as appears at first sight.

One large dealer in meats, fresh fruits, fresh vegetables and allied lines, who has recently been carrying on an advertising campaign offsetting the tendency toward the cash and cash and carry sytems, states that his loss during a two-year period from poor accounts was only 8/1000 of 1 per cent. This figure may appear significant, but it was made possible through the investigation of the credit system and by the establishment of terms on which credit would be granted to customers and by holding to the terms agreed upon. In other words, the customer was taught to place a high valuation upon his personal credit and to regard it as an asset which must be treasured.

In dealing with the matter of credits, there is present an element of generosity which pays direct dividends. One merchant considered himself a most generous personage for sending all the slow pay and undesirable credit customers to his competitors. This case is evidence of what is meant by teaching trade to place a high valuation upon credit, and the retail merchant should be just as careful of his credit as the banker is. Money is not loaned indiscriminately by the bank with no question as to the desirability of the risk and terms of settlement, but everything is minutely arranged and the transaction is surrounded by safeguards of all kinds.

Merchandise is the equivalent of money from a trading standpoint, and should be dealt with in the matter of credits similarly to the manner in which money is handled by the banks. Many persons who could not raise a loan of any small amount of money from a bank can negotiate a credit of many times that amount at the local hardware or grocery store simply because the local merchant in his desire for increased volume of business shuts his eyes to the undesirability of granting credit to certain customers and to the matter of educating the public to place a higher valuation upon his credit.

The solution of the cash and credit systems of merchandising is up to each individual retailer, who must decide what length of time credit will be extended, and all other details. He must satisfy himself that the debtor is worthy of the credit, and then compel him to adhere strictly to the terms agreed upon. Such practice as this will educate trade in general to place a higher valuation upon individual credit. The merchant should abolish all fear of customers and regard the matter as a courtesy extended to customers for their own benefit and not for his benefit alone.

Especially Essential Now

Under the present circumstances the regulation of credit is especially essential, and this thought is well expressed in a suggestion as follows made by the National Credit Men's Association as to credits during war time. In part it is as follows:

"Individual credit should be handled fearlessly. The consumer of merchandise, i.e., the individual buyer, should neither ask nor be offered long credits. We must begin the saving of waste at the very foundation of our commerce. There should be no hardship in bringing individual credits close to the cash basis. Waste can be prevented by the adoption of such a plan, and commercial failures can be cut down."

This plan should not only be followed under the abnormal conditions of war time, but at all times, for it is unquestionable that well regulated credits are a safeguard to the merchant at any and all times, and are also desirable from the standpoint of the cash and prompt pay customer. Banking procedure should be followed as closely as possible, and in this manner trade will be educated to place the proper valuation upon their credit.

THE GROWING NEED FOR SUGAR

To meet the demand for 100,000 tons of sugar coming from France. Mr. Hoover has issued the following appeal for conservation. It is an appeal to which Canadians may well hearken. There is only a certain supply to meet all requirements.

"We have received a request from the French Government that we allow them to export from the United States 100,000 tons of sugar during the next month, and probably more at a later period.

"Our own situation is that we have just sufficient sugar to maintain our normal consumption until the first of January, when the new West Indian crop becomes available to all.

"Our consumption is at the rate of 90 pounds per person per year—a little under 4 ounces per day per person.

"The French people are on a ration of sugar equal to only 21 pounds per annum per person—or at the rate of less than 1 single ounce per day per person—a little more than the weight of a silver dollar each day.

"The English and Italian rations are also not over 1 ounce per day.

"The French people will be entirely without sugar for over two months if we refuse to part with enough from our stocks to keep them supplied with even this small allowance, as it is not available from any other quarter.

"Sugar even to a greater amount than the French ration is a human necessity. If our people will reduce by one-third their purchases and consumption of candy and of sugar for other uses than preserving fruit, which we do not wish to interfere with, we can save the French situation.

"In the interest of the French people, and of the loyalty we owe them to divide our food in the maintenance of our common cause, I ask the American people to do this. It is unthinkable that we refuse their request."

THE CLERKS' DEPARTMENT

THE BANKER WHO HANDLED THE U.S. LIBERTY LOAN

Benjamin Strong Owes His Remarkable Success to His Determination to Know All About His Business.

KNOWING well the business in which he is engaged is the secret of the success of Benjamin Strong, jr., the man who worked closest with McAdoo in the launching of the Liberty Loan at Washington. It is his creed to get down to the roots of everything connected with his business—banking. He has studied the theory of banking with a thoroughness that has perhaps never been excelled.

Know your business: It is a wonderful motto. Some men of acquisitive mind pick up bits of knowledge about everything under the sun; others specialize, turning their powers of acquisition in one set direction. The latter are the men who win their way up to places of national trust and sit at the head of board tables.

But to get back to Benjamin Strong. He is in this one respect at least a remarkable man. His acquisitiveness has been turned to the one subject and now he knows banking from every angle and phase.

The Annalist tells about him as follows:

Theoretically, the Secretary of the Treasury sells Government bonds; actually they are not sold by any Government agency, but by bankers. When the $2,000,000,000 of 3½ per cent. Liberty bonds was brought out it was realized for the first time in Washington that the old system of making an announcement and then waiting for the inevitable oversubscription had gone into the discard, along with many other ancient practices.

The old system had sufficed for issues of $200,000,000; it might have taken care of an offering of half a billion or more, but it could not be intrusted with the job of selling two billions. Mr. McAdoo made a flying trip to New York and in a brief speech before a gathering of the principal financiers in New York gracefully laid his problem before them. Mr. McAdoo appreciated the size of the job, and did all in his power, both in Washington and in a speaking tour, to aid in the distribution.

The point of contact between the Treasury Department and the bankers was Benjamin Strong, Jr. It was advisable to identify the committee as closely as possible with the Government, and the Federal Reserve Bank, as a quasi-public institution, furnished the necessary connection. As Governor of the bank, Mr. Strong was the logical choice for Chairman of the Liberty Loan Committee, and all of the dozens of other Chairmen came under his direction. Starting at the top and building downward, the bankers soon had in active operation an organization which sold New York's share of the bonds nearly twice over. The task was not an easy one; some of the bankers who accepted places on the committee with Governor Strong worked harder in the interest of the Government loan than they had ever worked for their own institutions.

Governor Strong made a good Chairman. Bankers in New York have fallen into the habit of looking to him for leadership. He is the type of executive who can accomplish much more directing other bankers than he could in working with people with whom the bankers have to deal. In other words, he is a sort of "banker's banker," who can talk in terms understood by his associates, but who has difficulty in making himself clear to laymen. Long before he was elected to his present position he occupied this rather peculiar position in the Eastern banking field. It was no unusual thing for another bank President, asked to explain some new twist in banking practice, to say:

"I don't fully understand these things; I only know that we do them." And then, hopefully, "Why don't you run over to see Ben Strong? He knows the theory of banking."

It is a fact that comparatively few bank executives have ever made a study of their own business. They know of what good banking practice consists, and they are sufficiently resourceful to work their way out of new difficulties when they arise, but they have never had the inclination to find out how the methods in vogue to-day were evolved. Not so with Governor Strong. His idea of a perfect evening is freedom from interruption for several hours while he reads some ancient authority on a technical point in banking. This practice, indulged in years before he dreamed of the Federal Reserve system, stood him in good stead when he was chosen to head the most important of the twelve Reserve institutions and found that the law left all of the details of organization to be worked out by the officers. There are many bank Presidents who are worth more to their stockholders than he would be, because they are business getters, but hardly more than one in the East as well posted on banking fundamentals.

Governor Strong loves to take up a new problem and work out a solution. He is not satisfied with short cuts or makeshifts. He knows that nothing enduring is hit upon by chance, and he tries to follow the logical line of development in laying down rules for each new departure in the Reserve system.

It was the challenge offered by a multitude of new problems to be worked out that attracted him from a more lucrative position as head of the Bankers' Trust Company to accept the Governorship of the Federal Reserve Bank of New York, As a trust company president he received a salary of $45,000 per annum, and he went to his new post for a salary understood to be $15,000 less. Tall and spare, he is not strong enough for the work that he would like to do, and after completing the organization of the new bank he found it necessary to spend a year in Colorado in recuperation. He was reconciled to the physician's sentence by the thought that at last he was going to have unlimited opportunities to gorge himself with financial literature.

As President of the Bankers' Trust Company Mr. Strong was actively associated with a number of important corporations, from all of which he withdrew to take up his new work. He is in his forty-fifth year and has been actively engaged in banking since he was 19. He was born at Fishkill-on-the-Hudson in 1872 and started as a clerk for Jesup, Paton & Co. under the late Morris K. Jesup. This firm subsequently became John Paton & Co. and afterwards Cuyler, Morgan & Co. In 1901 he became Secretary of the Atlantic Trust Company, continuing in the same capacity when that institution was merged two years later with the Metropolitan Trust Company. He was made Secretary of the Bankers' Trust Company in 1904, one year after organization; became Vice President in 1910 and President in 1914. He had held the latter position but nine months when he was chosen Governor of the Federal Reserve Bank.

In his present position Governor Strong has found occasion for the frequent display of tact in reconciling bankers to the usages and requirements of membership in a system that was forced upon national banks. At the outset State banks and trust companies were jubilant over their independence of the new system, and Governor Strong has labored indefatigably to bring them to the point where they will see the advisability of casting their lot with the national banks. In this he has only partly succeeded, but the tendency is toward concessions on both sides which will eventually result in bringing all of the State institutions into the system.

It is complained by newspaper men that Governor Strong holds an entirely wrong attitude on the subject of the public's right to information about the bank. He is inclined to resent publication of any news touching upon the bank's functions that is not given out as an official statement, and he has made it practically impossible for any of the other officers or employees to discuss banking developments with the press. He holds views toward the right of newspapers to discuss Federal Reserve matters that would be better understood in London. At the same time he occasionally unbends in his talks with reporters and succeeds in establishing a friendly understanding. As Chairman of the committee, which must soon begin a new campaign to sell $3,000,000,000 more of Government bonds he will have more opportunities of this nature.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

E. T. Sturdee, provision broker, St. John, has been appointed a member of a local tribunal under the military service act.

T. H. Estabrooks, proprietor of Red Rose Tea, has purchased a large farm on the St. John River and will go in for stock raising on a large farm as a measure of practical patriotism.

Harry Atchison, of the staff of O'Neil Brothers, provision dealers, St. John, on the eve of his departure for Toronto, received an address and a purse of gold from merchants and clerks in the city market.

Rosenberg Bros. & Co., San Francisco, dried fruit operators, represented in Montreal by C. B. Hart, have recently purchased a rice mill, and are now installing machinery. Rosenberg Bros. & Co., will shortly become factors in the rice business.

A story of a match famine in England sent many St. John dealers to the local representatives of Canadian manufacturers to see if there was any possibility of such a development in this country. They were assured that stocks are plentiful.

J. Fred Belyea has applied to the common council of St. John, for concessions in the way of partial tax exemption, etc., for a sardine packing plant which he intends to establish in West St. John. The plant will represent an investment of $90,000.

S. W. Hadlock for the past three years connected with the brokerage firm of C. B. Hart, Regd. has resigned his position to become affiliated with the E. B. Eddy Co. Mr. Hadlock, who has a wide circle of friends in the Montreal business world, will now be taking care of the Montreal jobbing trade in the interests of Eddy Company.

Mr. J. A. Paulhus of the firm of D. Hatton & Co., Montreal, has been named Chairman of a Committee selected to foster the greater consumption of fish. On the committee are Messrs. J. J. Harpell, president the International Press, and F. F. Wallace, secretary the Canadian Fisheries Association. A new publicity campaign is being launched which will stimulate in every way possible the consumption of fish on the principles of economy and patriotism at the present great national crisis when the saving of meat food means much in the business of winning the war.

Ontario

Mrs. Vedder, grocer, Hamilton, sold out.

J. Wilson & Sons, oatmeal millers, Fergus, suffered fire loss.

Bradford & Johnston, general store, Rainy River, succeeded by H. J. Bradford.

Western Provinces

Brosseau & Co., Brosseau, Alta., has dissolved.

S. Levine & Co., Yorkton, Sask., has dissolved.

J. R. Mears, Arcola, Sask., has discontinued.

R. Ward, grocer, Regina, Sask., has discontinued.

N. B. Eby, grocer, Edmonton, Alta., has sold out.

J. Orchard, grocer, Edmonton, Alta., has discontinued.

C. D. Shannon, creamery, Melita, Man., suffered fire loss.

S. Stein, grocer, Ft. Saskatchewan, Alta., has sold out.

M. Agarand, grocer, Forget, Sask., has commenced business.

W. Spooner, grocer, Alberta Beach, Alta., has discontinued.

T. Hamilton, general store, Tessier, Sask., has opened branch at Ardath.

I. A. Jewison, general store, Pitman, Sask., has moved to Forestburg, Alta.

Shannon & Allan, Ltd., general store, Ardath, Sask., succeeded by T. Hamilton.

Clarence Park & Co., general store, Garland, Man., succeeded by A. Cohen.

Gibson & McKinnon, grocers, Winnipeg, Man., succeeded by McKinnon & McKinnon.

Kisbey Trading Co., general store, Kisbey, Sask., succeeded by Stephens & Lucking.

F. D. Cockburn Co., Winnipeg, have been appointed Western Representatives for Jireh Food Co., Maitland, Ont.

Watson & Truesdale, manufacturers agents, Winnipeg, have recently succeeded in securing agency for Western Canada for the Dyer Packing Co., Vincinnes, Ind. This firm is a packer of pork and beans, red kidney beans, and tomato catsup.

SASKATCHEWAN EXECUTIVE URGES DISUNION

AT THE meeting of the Dominion Board held in Montreal some time ago, some of the Western members agitated a move, that has evidently been in their minds for some little while, the creation of two governing bodies in the R.M.A. The reason urged in advocating this change was that the interests of the two sections of the country were not identical, and that no head in Ottawa could effectively act for the diversified interests of the two sections. The East has its problems, it was urged, and the West has its problems, but they are not necessarily the same, nor was it in the best interest of the grocery trade that the acting head of this body should be in Ottawa.

It was suggested at this time that the Association be divided into Eastern and Western sections, with an executive, each entrusted with the entire charge of its activities. There should be a meeting every year of the two executives at which matters of general interest would be discussed. Under the leadership of J. L. S. Hutchison the Western element fought strongly for this view, but they were eventually defeated and the old order sustained.

Recent developments however, indicate that the Western members of the Association, or at least a part of them are of the same opinion still, and having failed to carry their point at the Dominion Board meeting are going to fight the battle out on a different line.

With this end in view, and with an idea of bringing matters to a showdown the executive of the Saskatchewan Board met recently and advocated the withdrawal of that Province from the Dominion Association.

In this conection, J. L. S. Hutchinson, second vice-president of the Dominion organization made the following statement. "The only way to make matters so the West will not suffer from the actions of the East is to have a joint meeting of Western delegates and at that meeting the policy of the Association in the prairie provinces will be decided."

ST. THOMAS GROCER OPENS NEW STORE

D. H. McIntyre, who has conducted a grocery and provision business at 839 Talbot street, corner of Alma, St. Thomas, Ont., for the past eight years, removed to his new store. The store has been completely remodelled and re-decorated and presents a most attractive appearance. Mr. McIntyre has installed several modern fixtures, including an electric coffee mill and meat slicer, and also silent salesmen show cases and refrigerator. He will also carry an increased stock of high-grade groceries, provisions and cooked meats.

PIONEER MERCHANT DIES

Isaac Allan the senior member of the firm of Isaac Allan and Son, Mississippi, died at Kingston, Ontario, on September ninth. The late Mr. Allan has carried on a general store business at Mississippi for many years and had a high reputation among those with whom he associated. His loss will be deeply regretted among those who were acquainted with him.

ADVERTISING PROTECTS BUYERS

Buying Made Safe and Easy—National Advertising and Trade Mark Goods Are Strong and Safe Combination

How many people of to-day ever stop to think what a safe and easy thing buying has become in our day? What a contrast to the way it used to be within memory, to many of us. This applies to all buying of necessities, of luxuries, of everything.

John Sullivan, secretary of the Association of National Advertisers, has recently said some very interesting things on this subject which should interest every buyer in the world, for his remarks apply to all purchases from the cheapest to the most expensive advertised article.

"To-day," said Mr. Sullivan, "The housewife sends her little child to make purchases at the corner grocery. She sends her with perfect confidence that, even though a child, she cannot err therein. All that the child needs is explicit instructions to buy this or that. In the case of all staple produce the price is known, the quality is known and the name is known. There is practically nothing about the goods that is unknown. And to be sure of getting exactly what you want, it is only necessary to name the goods.

"It is the same in other stores of nearly every kind.

"What a contrast to the days of our fathers, when practically all buying was a hazard—impossible for the child and risky for even the parents!

"In those so-called 'good old days,' soap was just soap, prunes were prunes, coffee was coffee—and so on through the long list of things that are used in every home.

"In no case was there any guarantee of quality—or any sure way to identify the goods that might have proved satisfactory so that the same goods could be bought again. The whole buying game was just a game—a game and a gamble; with all the odds against the buyer.

"Then gradually, step by step, came the great change. The trade mark began to appear—a positive means of identifying the goods. And with the trade mark came advertising on a national scale — the best, the surest, the cheapest, the only efficient way of making the merits of these goods known to buyers everywhere.

"Trademarked merchandise was soon found to be good merchandise—worthy of every buyer's confidence.

"In fact trademarked articles have got to be good. The trade mark identifies them, advertising proclaims them, and use by thousands and millions make their qualities positively known. Only first-class merchandise can dare to court such a test. A well-known trade mark is an asset of priceless value for a good article, but it would be sure death for a poor one, for in that case it would be not a guarantee, but a warning to the buyer. It would help him to identify the bad as well as the good; to avoid the one and choose the other.

"The greatest achievement of modern advertising is that for the first time in the history of the world's merchandising it protects the buyer; it makes buying both easy and safe. The value of every trade mark depends on the good will of the buyer, therefore this trade mark, which positively identifies the goods, for better or worse, is the buyer's sure and certain guarantee."

THE REGULAR CHAP

By G. M. Wall, of the Kenneog & McDonald Co., Antigonish, N.S.

(With apologies to Walt Mason)

There is a chap whom we all love, whose name is writ in gold above, whose fame will ne'er grow dim. To him we kowtow on the street. His welcome face we haste to greet whene'er we meet with him. He is no bloated millionaire. He wears no diamonds in his hair, nor rubies on his shoes. Yet we would sit up late at night and go for weeks without a bite ere we'd his friendship lose. Though we be weary, sick and sore whene'er he seeks our office door with joy our bosom thrills. We cease to moan o'er past mishap. Of troubles dire we cease to yap and rush to greet this REGULAR CHAP, this CHAP WHO PAYS HIS BILLS.

THE ORIGIN OF ICE CREAM

The first ice cream was made by a London confectioner named Gunton. His method of freezing was crude and uncertain, but from him others learned to make it. From a small beginning the ice cream business has grown until, according to a creamery expert who has followed the business, the American people last year consumed 250,000,000 gallons, which, figured at the lowest wholesale prices means a business of many millions. In the last ten years the consumption of ice cream in the United States has doubled. In the northeastern states there has been a steady growth for many years. The southern and western states like ice cream, especially in the summer, but in the northeastern states it has become a winter as well as a summer dish. Many persons think that Dolly Madison invented ice cream, but Thyra Samter Winslow, an English woman, who has made a long and careful investigation, declares that Dolly Madison was merely the first person to serve it in America. This was at a White House reception during the administration of President Madison. The guests liked the ice cream so well that they asked how it was made. It remained for Nancy Johnson, wife of an American naval officer, to invent the ice cream freezer.

CITRUS FRUIT CROP IN MALAGA, SPAIN

Definite information concerning the prospects of the citrus fruit crop can not be given before the end of September or October as the early fall rains can have a favorable or detrimental effect upon the yield.

The crop of sweet oranges promises to be particularly small this year although the existing fruit appears to be somewhat larger in size than last year. The decrease in the crop is said to be not so much a result of disease as from weather conditions. The poll roig is said to have decreased considerably this year. A normal crop is considered as being from 55,000 to 60,000 hundredweight cases.

The lemon crop also promises to be slightly inferior to that of last year, when about 50,000 boxes were exported from Malaga. Unlike the sweet orange crop, the lemons are not consigned abroad but usually sold before shipment. The Malaga lemon is said to be not so fine as the Italian variety, however, it is ready for market in September before the Italian fruit is available.

The bitter orange crop is somewhat inferior to that of last year when over 100,000 cases were shipped. In an ordinary year, from 80,000 to 90,000 boxes are exported from Malaga. Last year about 95 per cent. of the shipments went to Great Britain, where the oranges are used in the preparation of marmalade. The bitter oranges are ready for market in November. In the years when there is a poor market and oranges are cheap, dried orange peel is prepared. Damaged fruit can also be used for this purpose. The dried orange peel is sent to Holland and the Scandinavian countries for the preparation of liqueurs.

Shippers of citrus fruit say that the prospects are far from good. Wood for cases as well as papers for wrapping and nails have all increased in price. Then there is great uncertainty about shipping possibilities. At this writing it does not look probable that Spanish vessels will load much fruit at Malaga for belligerent countries except the United States

SERVICE DEPARTMENT

GROCERS' WOODEN SCOOPS

Please let me know the manufacturer of wooden scoops and where I can secure them. E. Leboeuf, Montreal.

Ans.—Wooden scoops were made in United States, but are no longer on the Canadian market. The galvanized scoop has taken its place. It is manufactured by The Sheet Metal Products, Toronto, and handled by Lyons & Marks, Toronto. There is also a brass scoop handled by Fletcher Mfg. Co., Toronto.

GROWERS OF NOVA SCOTIA APPLES

Please send me names of one or two apple growers in Nova Scotia. Frank Harley & Son, London, Wm. J. Arniel, Kingston, Ont.

The United Fruit Growers, Berwick, N.S. and S.B., Chute, Berwick, N.S. are reliable people.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

PRICE changes in grocery lines give no evidence of cessation as the number has been almost as large as in recent weeks. The majority of these changes are in an upward direction. Canned meats, shrimps, clothes lines, mixed candies, compound lard are among the lines in which increases have been recorded. The embargo on bacon has not yet had any material affect on meat prices, the tendency being to firmness in a number of lines of provisions. Barrel pork shows quite a marked tendency in the upward direction and pure lard has again been advanced. Live hogs were somewhat scarce during the week and prices paid were generally firmer. Good receipts of spring chickens were reported and prices were lower as a result. Egg prices were maintained, but there is a disposition to look for an easier tendency, due to the stimulus of better production. Butter is in firm position, due to the possibility of a heavy export demand developing. Buckwheat honey is reaching the market in fairly good quantities.

In canned goods interest is now centering on the new prices of tomatoes and corn which are expected to be announced in the near future. Wholesalers quite generally are looking for high prices. Canned salmon can no longer be obtained from the packers as they are completely sold out. Rangoon beans were in lower market, due to recent arrivals of cheaper stocks. Wholesale fish men anticipate there will be a diminution in their trade as a result of the Ontario Fisheries Department acting as a distributing factor for lake fish. Tomatoes and peaches were in the market in abundant supply during the week and prices were lower in consequence.

Sugar prices were maintained, but there is quite generally expectation of lower prices in the not distant future. Ontario flour showed an easier tendency during the week with prices lower. Flour prices are to be fixed by the Food Controller on Friday of this week. Wholesalers report a brisk trade and look forward to a good fall business.

QUEBEC MARKETS

MONTREAL, October 2.—Business in general in Montreal wholesale grocery circles is reported steady but without special feature. Some of the more important advances in prices are in butter which still makes history and surprises all in touch with this branch of the market by its sensational advances. Potatoes also prove interesting by developing firmness which was not exactly expected at this time of year. There is said to be a local shortage about Montreal. The pork products are very firm also, and have advanced this week. The nut lines keep firm as ever. Sugar is steady. Flour and feeds also steady. Dried fruits show every symptom of a firmer market especially in prunes, apples and Greek currants. Canned goods are firm, and in good demand for the lines of small fruits, and also for peas. Quebec province beans are offering on the market at prices firmer for the start than last year's.

Clothes Rope, Bed Cord, Chimneys, Salt, Up

Montreal.

VARIOUS LINES.—Certain special lines of goods in the hardware department of business but also stocked by grocers have advanced lately. Notably are sisal clothes rope, and bed cord. The market for sisal rope has been firming up steadily of late. Now sisal rope has advanced 4 cents a pound to 0.31 cents basis in grocery trade, and sisal bedcords are at $2.95 per doz., for the 3-thread 100 feet rope. Vinegars are up a cent to 25 cents for "proof" vinegar. The others in proportion. Lamp chimneys have advanced considerably. The No. 2 are quoted at $1.10 to $1.20 per dozen, former prices 92½ cents to $1. and the No. 1 are now 9½ cents to $1.05 doz. (Formerly 80 cents to 87½ cents doz.) Coarse salt is up from 5 to 10 cents a bag to $1.40 and $1.45 per bag of 140 lbs.

Sugar Market Keeps Steady

Montreal.

SUGAR.—The market for sugar is unchanged in quotations as compared with the report last week. Demand and supply also are in similar state as described last week. There is some uncertainty as to the probabilities, but provided there is no unexpected occurrence the market gives the impression of steadiness of tone. Refiners and wholesalers incline to the view that the preserving season this year was light in sugar consumption owing to the high prices prevailing. Fixing of the beet sugar price in the United States at a figure considerably below the level of profitable production of refined cane sugar is regarded as an important factor in the sugar situation of the North American continent likely to stimulate consumption of beet sugar to the conservation of cane and the possible reduction in price of raw Cubas. This might mean a decline for sugar, but sharp demand would upset calculations and might cause shortage. Meanwhile the market is reported steady.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Good Demand Found For Canned Peas

Montreal.

CANNED GOODS.—Good demand is found for canned peas in spite of the firm prices brought about by the shortage of pack. Canadian packers have not as yet announced prices on tomatoes,

and the reports regarding these are not the most re-assuring. The same tone of uneasiness as to pack is heard from the United States side. Not many U.S. tomatoes in cans can be sold to the retail trade under $2.75 a dozen, in the opinion of a wholesaler well versed in the situation. It costs that to bring them in. The smaller fruits in cans are in demand, and also California fruits in cans according to reports from the wholesale trade. It would appear that the Government embargo on sale of canned goods to the consumer has made little difference to retailers' demand for these lines.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz..	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 25	2 35
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	....	1 75
Peas, Early June	....	1 80
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s.	....	2 80
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz...	....	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	....	2 75
Red cherries, 2s	....	2 25
Strawberries, 2s (old pack)	2 75	8 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	....	4 90
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	....	2 87½

Walnuts Still On Advancing Trend

Montreal.

NUTS.—Nuts of every description are in firming market. California walnuts have gone five cents higher per pound for the opening offering than they were quoted last year. This is due to short crop. European nuts are also exceedingly firm as has been pointed out frequently in this market section of CANADIAN GROCER. Pure Mayette Grenoble walnuts have advanced to 20 and 21 cents a pound. Marbot walnuts are now 19 and 20 cents. The outlook in all lines is firm. Shredded cocoanut in bulk has advanced and is now quoted at 29 to 31 cents a pound. Former quotations were as low as 21 to 23 cents a pound.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.	0 20	0 21
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Prunes Scarce; Also Evaporated Apples

Montreal.

DRIED FRUITS.—Expectations are that there will be phenomenally high prices for evaporated apples this fall. Packers are reported to be asking as high as 20 cents a pound for them to the jobber. Such a price is regarded as almost prohibitive but the shortage of apple crop may justify the strength of this market. Spot prunes are exceedingly scarce, and the market is strengthened in tone by the attitude of the growers in California. Prices are advancing, and the large sizes especially are at a premium. From 2 cents to 2½ cents a pound premium is mentioned in regard to 30's. Greek currants (new crop) are costing 25 cents a package of one pound. The fact of their arrival after so many troubles is something of a modern miracle. Even at the high prices demand is anticipated.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Spot Scarcity Of Molasses Marked

Montreal.

MOLASSES.—The story of shortage is the main feature of the market for molasses. Where a dealer has neglected to cover his needs he may have to pay even higher than the quoted prices now, though the market quotations remain as below. The use of New Orleans molasses which is popular with some consumers will relieve the drain on the Barbadoes product to some extent. There is said to be some molasses still available on the Island, but if this be so it will be strongly held and at high prices. Demand for corn syrups may be expected to increase owing to the shortage of molasses.

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal	
Puncheons	0 83	....
Barrels	0 86	....
Half barrels	0 88	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be cold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	....
Barrels, per 100 lbs.	....
Half barrels, per 100 lbs	....

New Quebec Beans Being Offered

Montreal.

BEANS.—Offerings of beans from the farms of Quebec Province are being more freely made on the markets of Montreal. Quality is reported excellent, and the probabilities are that a good proportion of the market demand will be met from within the borders of the province. Prices are, however, higher by a good deal than they were at this time last year. The starting prices are from 11c to 13c a pound. Last year they started about 8c to 9c though later they went as high as 14c to 16c. Lima beans are firmer again, and likely to remain firm, though the market for beans generally is due for a decline as the productive season is near. Any decline, however, it is very probable, will not compare with former records in the sense of a drop.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Tapioca Increasingly Scarce And Firm

Montreal.

RICE AND TAPIOCA.—While there is no new feature as regards the market for rice, beyond a tone of strength which may mean advanced prices as the fall goes on, the market is more interested in the behaviour of tapioca. This product is exceptionally firm at present, and likely to be still firmer. Supplies from the primary markets are harder than ever to secure. American consumption is large it is reported and arrivals are small. Prices have advanced to as high as from 15c to 16c a pound which is only a shade above actual cost to lay down supplies in Montreal. It will be remembered that CANADIAN GROCER has repeatedly indicated of late the firm tone and advancing trend in the market for tapioca. The demand for this product is reported very active now.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	....	9 40
Siam, No. 3	7 25	9 15
Siam (ancy)	....	8 40
Rangoon "B"	....	7 88
Rangoon CC	....	7 60
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Coffee and Cocoa In Steady Market

Montreal.

COFFEE—There is little of note on the coffee market to record. No changes have been made in prices as compared with the quotations of last week. There is no market factor to occasion any alteration. Fluctuations in the primary markets are too slight and too fleeting to affect the local trade. Demand continues to increase, however, and this both for the bulk and the container coffees.

Quotations for bulk cocoa remain as last week, and demand for this product is also steadily maintained.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Firmness Steadily Maintained

Montreal.

TEA.—There is still the same steadily maintained tone of firmness in the tea market generally. Japans are coming forward slowly, but are exceptionally firm as to prices, and the demand for these means maintenance of this market tone. Black teas are similarly firm, and with the reports from England of an approaching tea-famine there unless tea cargoes are allowed to come on by the diversion of ships for the purpose, the firmness of world-market can be estimated. It is mainly a matter of shipping now, and freights keep climbing. The chances of cheaper tea are most remote, even if shipping is available before many months are past. But with U. S. war activity developing, the shortage of ships will be at its worst in Spring, and this may prove to be the time of greatest tea shortage in spite of good stocks in Canada.

Pekoe, Souchongs, per lb.	**0 42**	**0 45**
Pekoes, per lb.	**0 47**	**0 50**
Orange Pekoes	**0 49**	**0 51**

Spices Still Firm Cream of Tartar Up

Montreal.

SPICES.—Certain spices are in more active market of late, amongst these being the cassias, Ceylon cinnamon, celery and mustard seed, red pepper, pimento, etc. News of damage to the Jamaica pimento crop is heard, a hurricane having swept the district concerned. There has been news of the arrival of a steamer with cloves aboard at New York, and this slightly relieves a condition of acute scarcity, though unloading of the boat was not complete at time of announcement. Gingers are likely to be scarcer. Seeds and herbs will probably be scarce and higher towards the Winter. Cream of tartar has gone out of sight, and some firms are no longer quoting as it would mean quotations running as high as 75 cents to the retail trade. There is no relief in sight except by means of the various substitutes available, some of which are declared to be excellent for their purposes.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	**0 21**	**0 23**
Cardamon seed, per lb., bulk	**....**	**2 00**
Carraway, Dutch, nominal	**....**	**0 75**
Cinnamon, China, lb.	**0 22**	**0 25**
Cinnamon, per lb.	**....**	**0 35**
Mustard seed, bulk	**....**	**0 25**
Celery seed, bulk	**....**	**0 46**
Shredded cocoanut, in pails	**0 21**	**0 23**
Pimento, whole	**0 12**	**0 14**

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Potatoes Have Advanced in Price

Montreal.

FRUITS, VEGETABLES—Fewer alterations are noticed this week in the quotations for the various fruits and vegetables, but some are interesting and important. Potatoes, for instance, have advanced to a dollar seventy-five cents a bag ($1.75). This is rather different from the suggested fixed price of $1.25 about which people have been talking. The reason for the advance is said to be a local shortage. Lot cultivators have gathered a fair harvest of potatoes, but it is anticipated that the middle of Winter will find most, if not all, of these consumed. Prices as high as prevailed last year are not at all anticipated, at this stage, however. Montreal turnips are the lowest priced on the market at present, Quebec Province turnips being 25c a bag higher. Green and wax beans are down, and pears are easier, and in very good quality. Hauber squash has appeared. Egg-plant is in easier market.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 25	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	2 75	3 50
Lemons	3 00	3 50
Pineapples, Cuban, crate	....	4 50
Canteloupes, crates, 45's	4 50	5 00
Apples, new, Montreal (in bbls.)—		
No. 1	....	6 00
No. 2	....	5 00
No. 3	....	4 00
Apples (peach, per gin box)	....	1 25
Cauliflower, per doz. bunches	....	2 25
New corn (bag), doz.	0 20	0 25
Celery, Canadian, per doz.	0 50	0 75
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate	5 75	6 00
Potatoes, new, bag	....	1 75
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	....	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	....	0 75
Tokay grapes, crate	....	2 50
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Fall Rose tomatoes, per gin box	1 50	1 75
Tomatoes (Montreal), box	0 75	1 00
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)	....	1 50
Beans, green, bag (Montreal)	....	1 50
Leeks, per doz. bunches	....	1 00
Parsley, doz.	....	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Rhubarb, per doz.	....	0 25
Eggplant, per doz.	0 75	1 00
Garlic (Canadian), lb.	0 15	0 20
Endive (Canadian), lb.	....	0 25
Cucumbers (Montreal), doz.	0 20	0 25
Cucumbers, preserving, doz.	0 50	0 60
Pickling gherkins, per gin box	....	3 00
California plums, box	2 85	3 20
Do., peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Montreal melons, bkt., 12's	....	7 00
Pears, box	3 50	3 75
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	0 75	1 00
Hauber squash, doz.	....	2 00

Increased Demand For Fish is Noted

Montreal.

FISH.—Demand for fish continues active, and prices are ranging about the same as in last week's report, though several variations of prices will be noted, some higher and some lower as the market condition has indicated. Evidently consumers at large are responding to the Food Controller's advice, and more fish is going into consumption. This will, of course, relieve other kinds of meat from some demand, and conserve supplies for the troops and civilian sections requiring them overseas. A new campaign of publicity is being engaged in to advertise fish to the consumer widely, both on its merits as a food, and from patriotic reasons. Supplies keep rather light from the Pacific Coast, but fairly good from the Atlantic. The lakes are yielding quite a good crop of fish, and it is expected that the yield will be normal at the very least. The oyster trade is improving a little, but cost of production is so high that prices to consumers will interfere with sales to a certain extent. Bulk oysters are a popular food in this section, and even with the advances which are taking place, large sales will be made between now and Christmas time.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes	**....**	**0 90**
Smoked boneless herring, 10-lb. Box	**....**	**1 50**
Smoked eels	**....**	**0 12**
Smoked herrings (med.), per box	**....**	**0 17**
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		$10 50
Salmon (Labrador), per bbl.		21 00
Salmon (B.C. Red)		22 00
Sea Trout, red and pale, per bbl.		**15 00**
Green Cod, No. 1, per bbl.		**14 00 15 00**
Mackerel, No. 1, per bbl.		**21 00**
Codfish (Skinless), 100-lb. box		10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 13
Codfish, Shredded, 12-lb. box		**2 00**
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 35
Prawns, Imperial gal.		**3 00**
Shrimps, Imperial gal.		**2 50**
Scallops		3 50
FRESH FROZEN SEA FISH.		
Halibut	19	20
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	..	9
Salmon, Western	15	18
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 12
Lake trout	0 14	0 15
Eels, lb.	**....**	**0 10**
Dore	0 14	0 15
Smelts, No... 1	**....**	**0 15**
Smelts, No. 1 large	**....**	**0 20**
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 07	0 08
Steak Cod	0 08	0 09
Market Cod	0 06½	0 07
Carp	0 10	0 11
Dore	....	0 15
Lake trout	0 14	0 15
Pike	0 10	0 11
B. C. Salmon	0 22	0 22
Gaspereaux, each	....	0 05
Western Halibut	0 20	0 22
Eastern Halibut	....	0 20
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 14	0 15
Eels	....	0 10
Brook trout	....	0 30
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18
Sword fish	....	0 20

ONTARIO MARKETS

TORONTO, Oct. 3.—Price changes have again been in a steadily upward direction during the week, and comprise such important lines as canned meats, compound lard, clothes lines. Provisions show a steadily firmer tendency owing to the advancing prices on live hogs. Eggs are in slightly easier market, while butter gives evidence of greater firmness. Arrivals of poultry have been heavier during the past week than at any period during the present season, and prices have declined as a result. Buckwheat honey is coming into the local market from Quebec, and the light supplies of clover honey have caused an advance in that commodity. Prices on canned tomatoes and corn have not yet been announced, but are expected in the not distant future. Canned salmon is a very scarce commodity so far as the packers are concerned, as they are making no further quotations. Business in the grocery trade shows a briskness which is expected to gain momentum with the approach of the Christmas season.

Sugar Hard To Get; Lower Prices Expected

Toronto.

SUGAR.—There has been difficulty in getting sufficient supplies of sugar for the local market owing to the great demand on account of preserving. Wholesalers report that the demand for fruit jars has been exceptional, which indicates the activities of housewives in preserving. Refiners have been refraining from buying raw sugars in the United States market at the instance of the Food Administration. The new committee in the United States, to be known as the International Sugar Purchasing and Distribution Committee, has been announced by the Food Administration. Prior to the appointment of this committee the Food Administration asked refiners to refrain from buying. On the appointment of the committee refiners were permitted to make purchases on condition that their stocks should not exceed a ten days' supply. Canadian refiners have bought moderate supplies of raw sugars in the New York market on the basis of 6.90c per pound. Owing to the routine in connection with the appointment of the committee, there has been difficulty in getting sufficient supplies of raw sugar, and this has put a slight firmness in the local market, although lower prices are looked for eventually. The year's production in Cuba has now exceeded the figures at a corresponding date last year. Visible production to September 22 is 2,981,532 tons, as compared with 2,973,898 tons to the same period last year, an increase of 7,634 tons. This is considered a wonderful showing. Willett & Gray have revised their estimate of the production for the entire season to 3,050,000 tons. The estimated balance of supply is placed at 201,313 tons. Locally there has been a good demand for sugar and prices remained unchanged.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	9 14
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Canned Meats And Clothes Lines Up

Toronto

CANNED MEATS, CLOTHES LINES, CANDIES.—Quite a number of changes have been recorded in Clark's canned meats under date of September 27, with a further advance announced since that date, but new prices on the most recent quotations are not yet available. Under the list of September 27 the following are the new prices on some of the lines: Roast beef, No. 1 size, $4 dozen; No. 2 size, $8.85 dozen. Boiled beef—No. 1, $4 dozen; No. 2 size, $8.85 dozen. Cooked tripe—No. 1, $2.50 dozen; No. 2, $4.25 dozen. Stewed ox tail—No. 1, $2.50; No. 2, $4.50 dozen. Stewed kidney—No. 1, $4; No. 2, $7 dozen. Beefsteak and onions—No. 2, $8.50 dozen. Irish stew—No. 1, $3.50; No. 2, $5.50 dozen. Pork and beans remain unchanged. Tomato and vermicelli soups have been advanced to $1.25 per dozen. Ox tongue, 1's, are now selling at $7.50 dozen; 1½'s at $12, and 2's at $15.50 dozen. Mincemeat in bulk has been advanced, 5-lb. pails now being quoted at 20c per pound. Sliced smoked beef, ½'s, are selling at $2.35 dozen, and 1's at $3.35 dozen. Potted meats assorted, ¼'s, 70c per dozen; ½'s at $1.35. Ox tongue in glass are quoted at $14 per dozen for 1½'s and $17 dozen for 2's. Sliced smoked beef in glass, ¼'s at $1.75, and ½'s at $2.75 dozen. Potted ham, tongue and venison in glass, ¼'s, are quoted at $2 per dozen.

Crisco has again registered a further advance of 20c per case, and is now selling at $9.25 per case. Royal mixed candies have been advanced 2c per pound to 15c. Shrimps have been advanced 10c, and are now quoted at $1.90. Linseed meal, in bags, has been advanced to $8 per bag, and flaxseed at $8.25 per bag. Sisal clothes lines have advanced approximately 10 per cent., and the following are the prices on three-ply: 30-ft., $1 dozen; 40-ft., $1.45 dozen; 48-ft., $1.60; 60-ft., $2; 72-ft., $2.40; 100-ft., $3.35 dozen. Six-ply: 40-ft., $2.15; 48-ft., $2.60; 60-ft., $3.20 dozen; 72-ft., $3.85; 100-ft., $5.40 dozen.

Strong Position In Molasses Maintained

Toronto.

MOLASSES, SYRUP.—The strong position in molasses was maintained during the week, although prices remained unchanged. Demand is starting heavier now that the cooler days have come, when the housewife is able to do more baking. Quotations on future molasses are maintained at strong quotations, due to the anticipated difficulty in getting supplies from the producing points. Corn syrups and cane syrups remained unchanged.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	4 40
West Indies, 2s, 36s	....	4 25

Salmon Sold Out; Tomatoes Prices Soon

Toronto.

CANNED GOODS.—Salmon packers quite generally report that they have been entirely sold out of their present season's catch, and accordingly have nothing further to order. Wholesalers are pretty much in the same position, as they have about cleaned out their old stocks, and are now awaiting arrival of new pack in order to make delivery. Packers have not yet announced their prices on canned tomatoes and corn, but they are expected to be given to the trade in the near future. There is general expectation that prices will be high, as pack is expected to be light.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	1 25	1 30
Cohoes, ½-lb. tins	1 60	1 75
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	....	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	....	1 75
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 25
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05

Peach, 16 oz.	....	2 35
Do., 12 oz.	....	2 25
Plum, 16 oz.	....	2 35
Do., 12 oz.	....	2 20
Raspberry, 4-lb. tin	0 77	0 78
Black currant, 4-lb. tin	0 73	0 75
Strawberry, 4-lb. tins	0 79	0 80
Peach, Plum, Red Currant, 4-lb. tins	....	0 60
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Peel Is Higher; Dates And Figs Up

Toronto.

DRIED FRUIT.—There has been a gradual cleaning out of dried fruit stocks in wholesalers' hands. Dried apples and apricots are practically nil. Prunes are scarce, there being very few available except 30-40's and 40-50's, and some of the smaller sizes running 90-120's. Peaches are pretty well cleaned out, and those remaining are commanding higher prices. Tap figs are also getting low, and higher prices were recorded in some quarters. Dromedary dates were moved to higher levels in some quarters, selling up to $4.90 per case. A car of Excelsior dates reached the market during the week and prices were maintained. There is little interest in dried fruit at the present time, in view of the big shipments of fresh peaches. Peel is heading toward higher levels, lemon being quoted from 26c to 30c.

Apples, evaporated, per lb.	....	....
Apricots, choice, 25's, faced	....	....
Candied Peels, American—		
Lemon	0 26	0 30
Orange	....	0 29
Citron	0 30	0 35
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	....	0 23
Dates—		
Excelsior, pkgs., 3 doz. in case	....	3 90
Dromedary dates, 3 doz. in case	4 50	4 90
Figs—		
Taps, lb.	0 05½	0 07
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	....	0 16
40-50s, per lb., 25's, faced	....	0 15½
50-60s, per lb., 25's, faced	....	....
70-80s, per lb., 25's, faced	....	....
80-90s, per lb., 25's, unfaced	....	....
90-100s, per lb., 25's, faced	....	0 10½
Peaches—		
Standard, 25-lb. box	....	0 15½
Choice, 25-lb. boxes	....	0 16½
Fancy, 25-lb. boxes	....	0 17½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

Local Stocks Holding Tea Steady

Toronto.

TEAS.—There was a steady position in teas during the week as the result of stocks which are now in the market. In anticipation of being unable to get all that was ordered, dealers in some instances ordered heavier than their requirements. Shipments came forward better than was expected, and as a result fairly good supplies of tea are available in the local market. Until these stocks are depleted there is a possibility that prices will remain steady. In the primary markets in India and Ceylon quotations have worked steadily upward. Recent quotations in those markets would make the laid-down prices here on common Pekoes in the neighborhood of 42c per pound.

Ceylon and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 4f
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Freight Situation Holds Coffee Steady

Toronto.

COFFEE.—The tightness of the freight situation continues to be the dominating factor in the coffee market. Production is big in the producing fields of Brazil, but the United States Government has been withdrawing a lot of boats from the carrying trade to South America, and this has given a measure of firmness, although recent sales of coffee showed lower quotations. In the local market, prices have held unchanged for a number of weeks past. The heavy demand on cocoa continues, with prices unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Big Demand For Spices Continues

Toronto.

SPICES.—With the pickling season in full swing, the demand for spices of all kinds is keeping at high level. One firm asserts the month of September was the best they have experienced in a number of years in nearly all lines, including spices, coffee, cocoa, extracts. Celery seed gave evidence of higher quotations in some quarters, being quoted as high as 50c and 55c per pound. Black and white pepper are in firm market. Other prices remained unchanged.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 45	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	....	0 65
American high test	....	0 65

Texas Rice Goes Up 1c Per Pound

Toronto.

RICE, TAPIOCA.—Blue Rose Texas rice advanced 1c per pound from the low quotations during the week, making the range now from 10c to 10½c per pound. There is a firm situation in all rices, and demand is reported fairly good. Tapioca was steadily firm.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 13½	0 15

Brazil Nuts Came In; Prices Lower

Toronto.

NUTS.—Three cars of Brazil nuts reached the local market during the past week, and quotations were easier, the range being from 15c to 17c per pound. Supplies of walnuts are getting low. Almonds are in firm market, with shelled moving freely. New stocks of almonds are expected to arrive next month. There are fairly good stocks of peanuts on hand, orders being placed by wholesalers in anticipation of a flurry upward. There was a movement toward higher levels on peanuts in the shell, roasted in the shell being quoted from 16c to 19c, representing an advance of 1c per pound. Green peanuts were quoted at 15c to 15½c per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 19	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Filberts, lb.	0 18	0 21
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 19
Brazil nuts, lb.	0 15	0 17
Shelled—		
Almonds, lb.	0 45	0 48
Walnuts, lb.	0 60	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 18
Do., Chinese, Japanese, lb.	....	0 16

Rangoon Beans Decline $1 Bushel

Toronto.

BEANS.—Rangoon beans were moved to lower levels as the result of arrivals of beans purchased at prices lower than those recently prevailing. Quotations now range from $6.50 to $7 per bushel, representing a decline of $1 per bushel. Lima beans were quoted down from the high levels, the range being narrowed, 16c to 17½c per pound being asked. Canadian marrowfat beans are quoted from 15c to 17c per pound. In the primary markets there was a steadily upward trend to lima beans, where an advance of 3c per pound has been recorded from the recent low point.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. whole kidney beans, lb.	0 15	0 17
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	....
Limas, per pound	0 16	0 17½

Package Oats Subject Of Interest

Toronto.

PACKAGE GOODS.—Interest during the week centred on the package oats situation as to whether or not there would be lower prices. There has been considerable cutting of price on the bulk rolled oats, and there were forebodings that the package rolled oats might follow suit. Statements from two of the large milling concerns to wholesalers during the week were to the effect that prices so far as they were concerned would not be lower. Other lines of packages cereals remained unchanged.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Government Fish May Hurt Regular Trade

Toronto.

FISH, OYSTERS.—Wholesale fish dealers anticipate that the action of the Ontario Government in tapping the supplies of fish in Lakes Nepigon and Nipissing will no doubt lessen the demand for the regular run of fish. Already the demand for cod and haddock has fallen, as was expected. Halibut is expected to be in less demand. The Ontario Fisheries Department on Monday of this week received orders for fifteen tons of the lake fish. Wholesalers report a scarcity of trout and whitefish from the regular sources of supply. Haddock was up 1c per pound for express, and fancy steak cod was also up 1c per pound. Market cod and haddock with heads on is selling at 8½c. Some Blue Points and Malpeque oysters reached the local market during the week, the former being quoted at $9 per barrel, and the latter at $14 to $15 per barrel.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	1 75
Digby herring, bundle 5 boxes	....	1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 00	3 25
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels	....	5 00

FRESH SEA FISH.

Halibut, medium, fresh, lb.	....	0 22
Halibut, frozen	0 18	0 20
Salmon, B.C.	....	0 22
Do., Restigouche, lb.	....	0 22
Haddock, express, lb.	....	0 10
Herrings, frozen	0 00	0 00½
Steak cod, fancy, express, lb.	....	0 10
Cod, market, heads off, lb.	....	0 08½
Mackerel, lb.	....	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....

FRESH LAKE FISH.

Herring, per lb.	0 09	0 10
Pike, lb.	....	0 12
Whitefish, lb., fresh	....	0 15
Trout, lb., fresh	....	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00
Blue points, bbl.	....	9 00
Malpeque, bbl.	14 00	15 00

Peaches In Big Supply; Prices Down

Toronto.

FRUIT.—Peaches were the dominating element in the market during the week, very heavy shipments having reached the market, and as a result prices were down, ranging from 40c to 75c per 11-quart basket, according to quality, and from 25c to 40c for 6-quart baskets. Some Cuban pineapples came into the market, but it was with difficulty that the wholesaler disposed of them at a loss, the selling price being $2.75, representing $1.25 under price which he had to pay for them. Interest was lacking in pineapples owing to the flood of peaches. Prunes from Ontario points were in the market, and sold at $1.25 per 11-quart basket. Italian prunes from Idaho were quoted at $1.25 per box. Colorado cantaloupes in flat cases sold at $1.50 to $1.75. Some cars of British Columbia box apples reached the local market, and were sold from $2.35 to $2.50 per box for Wealthys. Nova Scotia apples in barrels were quoted at $5 for No. 1, and $4 to $4.50 for No. 2. Fruit was in good supply, and buying was free.

Apples—		
Hampers, American	....	2 75
California, boxes	2 50	3 25
B.C., boxes	2 35	2 50
Do., Ontario, bush. hampers	1 25	2 00
Nova Scotia, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	4 00	4 50
Bananas, yellow, bunch	2 25	2 75
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.	0 25	0 30
Grapes, Leno, 6 qt.	0 30	0 35
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 75	4 00
Lemons, Verdillis, case	5 50	6 00
Peaches—		
Ontario, 6-qt.	0 25	0 40
Do., 11-qt.	0 40	0 75
Pears, Cal., box	....	3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 25
Niagaras, 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 50	0 65
Prunes, 11 qt.	....	1 25
Damsons, 11 qt.	....	1 25
California grapes, Tokays	....	2 50

Tomatoes Plentiful And Prices Decline

Toronto.

VEGETABLES.—Heavy arrivals of tomatoes during the week sent the prices down to the lowest levels of the season, when 11-quart baskets of No. 1 tomatoes were quoted from 25c to 35c. For the 6-quart basket the prevailing price was around 20c. Ontario potatoes showed a slightly easier tendency, and were quoted from $1.25 to $1.35 per bag. The first arrival of sweet potatoes came in during the week, one car being disposed of at $2.25 per hamper. Celery was lower in price, being quoted from 30c to 40c per dozen. Vegetables were in good supply, but the demand was not keen. Farmers are reported to be holding their potatoes in order to get the best price possible.

Beets, 11-qt. basket	0 20	0 30
Do., bag	....	1 00
Beans, green, string, 11-qt.	0 50	0 75
Do., golden wax, 11-qt.	0 50	0 75
Corn, doz.	0 15	0 20
Cucumbers, Can., 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 75	1 25
Cabbage, Canadian, doz.	....	0 40
Carrots, new, basket	....	0 25
Do., bag	....	1 00
Celery, Mich., doz.	0 30	0 40
Do., Canadian, doz.	0 30	0 40
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	....	0 50
Mushrooms, lb.	....	0 75
Onions—		
Spanish, crates	4 00	4 25
Do., half crates	....	2 25
Do., Canadian, 75-lb.	....	2 25
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 25	1 35
Sweet, hamper	....	2 25
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	2 00	3 00
Tomatoes—		
11-qt., No. 1	0 25	0 35
6-qt., No. 1	0 20	....
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 25	0 40

MANITOBA MARKETS

WINNIPEG, Oct. 3,—There is no doubt that on a good many lines there is a vast improvement in the matter of deliveries. One broker, whose lines have been held up on account of poor deliveries more or less for the last two years, when asked if there was any improvement, said: "Deliveries are still rather slow, but the goods are coming through. There is much improvement."

Western Sugar Buyers Are Very Cautious

Winnipeg.

SUGAR.—The market can be considered very unsettled. There is a weak tendency to it owing to the fact that everybody is awaiting some decision of the various Governments as to the fixing of prices. A representative of a very large refinery here states that there can be no uncertainty as to this, because the refiners have to buy their raw sugar three months ahead, and it would be impossible for the Government to make them sell at a price lower than what the raw sugars have cost them. On the other hand, the raw sugar market is fairly strong, as there is a scarcity in Cuba, and the supplies there are said to be insufficient to last out until the arrival of Louisiana and beet sugars. On account of this, it is expected that the sugar market will hold pretty firm until the end of October. It is a little too far ahead to state what will happen after that. In the meantime, buyers in Winnipeg are very cautious.

Currants Selling High; Small Prunes Easier

Winnipeg.

DRIED FRUITS.—Information coming in regarding Australian currants indicates that prices will be higher this year than they were last. Australian currants in bulk have been selling to the dealer at 21c, and the jobbers themselves will probably have to pay that this fall. It is reported that further supplies of Australian currants will be hard to se-

cure, as the Australian Government may limit the export supply. Very little is heard here regarding Greek currants being offered. The raisin market remains fairly steady. One of the most interesting facts in the dried fruit market this week is easiness in the market for small prunes. Everything indicates that small prunes, which are very plentiful, will be cheaper. Larger sizes are firmer, and are bringing a higher figure. Regarding evaporated apples, one house says: "On account of the failure in the apple crop, this line is going to be very short. We are unable as yet to get any quotations from the East."

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 11½
80-90s, 25-lb. boxes, per lb		0 12
50-60s, 25-lb. boxes, per lb		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb		0 08½
90-100s, 25-lb. boxes, per lb		0 10¼
80-90s, 25-lb. boxes, per lb		0 10½
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb	....	0 13⅞
Apples, 25-lb. boxes	....	0 14¼
Apples, 3-lb. cartons, each	....	0 52
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 19½	0 21
Dates—		
Hallowee, 68-lb. boxes	....	0 18
Fards, box, 12 lbs.	1 75	2 05
Raisins, California—		
16 oz. fancy, seeded	....	0 12⅜
16 oz. choice, seeded	....	0 11⅞
12 oz. fancy, seeded	....	0 10
12 oz. choice, seeded	....	0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	0 07	0 07¼
Peel—		
Candied lemon, boxes, lb.	....	0 22
Candied orange, boxes, lb.	....	0 25
Candied citron, boxes, lb.	....	0 30
Cut mixed, 7-lb. boxes	....	0 28½

Westerners Wait For Ontario Bean Crop

DRIED BEANS.—Everybody seems to be waiting for the Ontario crop before doing anything. The Ontario crop, it is expected, will be an unusually large one, and this fact is keeping buyers pretty well out of the market. Price of last crop has got so high, the demand has fallen off. The first indication of a lower price is seen in the following announcement by a Winnipeg jobber: "Having made a favorable purchase, we are reducing the price to $7 per bushel."

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb		0 14
Manchurian, white, hand picked, per bu.		7 00
Bayo, California, 100-lb. sacks, per sk.		5 75
Peas—		
Split, 98-lb. bags, per bag		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

All New Crop Nuts Expected To Be High

Winnipeg.

NUTS.—Prices have been named on new French walnuts, which are being sold in New York on a basis that would permit the retailer to sell at 28½c. Opinion of brokers here is that all new crop nuts are going up very high this year. The peanut market is very high, and will no doubt hold until November, when the new crop comes in. Another advance took place last week on Brazil nuts in New York.

NUTS—IN SHELLS.		
Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.	....	0 15½
Fancy roasted, fresh, lb.	....	0 17¼
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15
NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 41
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 58
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.		0 14½

Everything Points To Much Higher Tapioca

Winnipeg.

RICE.—Both Siam and Japan rices continue to sell at very high figures, the reason for the high price being the lack of shipping facilities, which has been the chief reason for a number of advances this year. Local contracts are beginning to expire, and stocks in jobbers' hands are said to be very low, although fairly well assorted. Stocks must be getting low, as there has been much activity in buying by retailers. Tapioca and sago are realizing very high prices in the first market; for instance, tapioca is selling at 14.05 for medium pearl, delivered, Winnipeg, and even this is subject to confirmation. Considering that jobbers are quoting 14c in Winnipeg for tapioca to-day, this is an extremely high price. Local wholesalers are urging their customers to buy rice at once.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08¾
Choice Japan, 100-lb. bags		0 07¼
Siam, 100-lb. bags		0 07
Siam, 50-lb. bags		0 07⅛
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

Coffee Market Has A Steadier Feeling

Winnipeg.

COFFEE.—After several weeks of unusual weakness, this market is now exhibiting a steadier feeling, probably due to the Brazilian Government buying coffee in large quantities to help the producers. It was necessary for them to do this as coffee was selling below cost of production.

GREEN COFFEES.		
Rio, New York grading, standard, No. 5, bulk, lb.	....	0 16
Rio, New York grading, standard, No. 7, bulk, lb.	0 15	0 15¼
Santos, lb.	0 17	0 18½
Bourbon, lb.	....	0 20½
Maracaibo, lb.	0 21	0 21¾
Mexican, lb.		0 22½
Bogota, A, lb.		0 24¾
Bogota, B, lb.		0 22¾
Costa Rica, lb.		0 28¼
Java, lb.		0 29½

Better Demand For Japan Teas

TEA.—There is said to be a much better demand this year for Japan tea than there has been in the past. One of the reasons for this is said to be the fear that supplies of tea from other countries may be harder to procure. A local house writes the trade as follows:

"The tremendous increase in the cost of ocean freights is responsible for a further advance in teas. The cheapest Java, Indian or Ceylon tea could not be laid down in Winnipeg now below 40c per pound."

Salmon Shortage Expected Before Spring

CANNED SALMON.—Owing to the unprecedented export demand, coupled with a short pack, the salmon deliveries to this market are extremely short.

Sockeye percentage deliveries from one of the largest packers is 8 per cent., and from another 30 per cent.; Cohoes 50 per cent., and pinks 50 per cent. from one source, and 90 per cent. from another. There may be sufficient salmon to take care of this fall's business, but a shortage before next spring is inevitable, says a local wholesaler.

Big Sellers Are Prunes, Peaches and Pears

Winnipeg.

FRUIT AND VEGETABLES.—The big sellers are Italian prunes which are again down to $1.25 per box of 18 lbs., Washington peaches, which are bringing $1.25 per crate, and Bartlett pears, which are slightly cheaper, selling at $2.50 per crate. The newest lines on the market are B.C. plums, which are bringing $1.75 for 4 basket crates, and B.C. celery at 9c lb. Another new line is green peppers, imported, which are bringing $3.00 bushel basket. Malaga grapes are off the market, the only ones offering being Tokays which are down to $2.50 per crate. Tokay grapes will be the only ones offering for a while, black grapes not being expected for another week. Corn is now selling on a basis of 40c a dozen, and egg plant at $1.50 per dozen. Gravenstein apples are bringing $2.75 per box.

Celery, B.C., lb.	....	0 09
Corn, imported, doz.	....	0 40
Egg plant, doz.	....	1 50
Potatoes, new	....	0 75
Carrots, new, bag	....	3 50
Turnips, new, bag	....	2 75
Lettuce, leaf, doz.	....	0 15
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	3 00
Fruits—		
Apples, crab, Hislop, box	....	2 25
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Canteloupes, flats	....	2 50
Canteloupes, standard, 45 to case	....	5 00
Pears, Washington Bartlets, crate	....	2 50
Plums, Tragedy, crate 4-basket	....	2 00
Plums, Washington	....	2 00
Plums, B.C., 4-bkt. crates	....	1 75
Italian prunes, 18-lb. box	....	1 35

(Continued on page 36.)

FLOUR AND CEREALS

Flour And Feeds In Steady Market

Montreal.

FLOUR AND FEEDS.—The situation as regards flour is unaltered, as compared with last week's conditions. There is good business activity, though more definite news of the intentions of the Government would probably mean redoubled activity. As it is, however, the millers have enough to do to handle orders now coming along, and demand for prompt delivery is very considerable. Winter wheat flour is reported in quieter demand, and prices are lower this week than at previous quotation. The market for feeds keeps extremely strong, with demand in excess of supply. Feed wheat at $1.70 a bushel (Winnipeg) is worth at least $2 a bushel in Montreal, and this tends to keep the market firm. The millers await Government decision as to feeds, but the expectations are towards lower-priced flour if matters turn out according to indications. Definite decision, looked for on September 1st, is still in abeyance, but due any day. Reports of the wheat crop continue good, and Canadian visible wheat increased by over two million bushels since last reporting. There is still need for conservation, of course, every bushel of wheat being necessary, and none too much at the present juncture.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	....	12 50
90%, in wood	....	11 50
90%, in bags	....	5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Cereal Market Is Without Feature

Montreal.

CEREALS.—Good demand is experienced for the cereals, and prices are steady. There was some fluctuation in the market for rolled oats towards easier quotations, although the reports from the North-West continue discouraging as to crop prospects. The wheat based cereal products remain steady, and the demand for package goods in cereal lines increases with the colder weather. There is no news of buckwheat yet, but the crop is believed to promise a good harvest in most sections, though from some districts have come reports of partial failure. Peas are scarce on the market now. Corn cereals steady.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	....	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 25	4 45
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Demand Is Again Big

Toronto.

FLOUR.—Buyers on behalf of the British Government have been in the market for flour during the past week and have been taking good quantities of flour for delivery within the month of October. Mills in consequence are busy. Local demand is not as heavy but the mills have all they can take care of in the Government business. Prices on Manitoba flour held steady during the week at the basis of $11.50 in carload lots. Ontario winter wheat flour registered a decline of 20c to 50c per barrel, making the range $10.35 to $10.80 on carload basis. Interest in the wheat market was lacking as a result of the maintained price established by the Board of Grain Commissioners. Milling interests are to meet the Food Controller on Friday of this week for the purpose of arranging flour prices for the entire Dominion.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.35-$10.80	$10.55-$11.00
Second patents	10.15- 10.40	10.35- 10.60

Fire At Fergus Mill Makes Heavier Demand

Toronto.

CEREALS.—Fire which destroyed the rolled oat and oatmeal mill of the James Wilson Company at Fergus on Friday last had the effect of throwing a heavier demand on the other mills. In bulk rolled oats there has been a keenness for business and lower prices were quoted in some quarters during the week but a return later to the $4.25 basis as the low quotation was brought about. A big decline was registered in pot barley and pearl barley during the week, pearl barley being quoted from $6.60 to $6.75 and pot barley at $5, which represents a decline of $1 to $1.25 per bag. Corn flour shows a firmer tendency at $6 with quotations ranging as high as $7 per bag. Demand for cereals is increasing now that the cooler weather is here.

	Less than car lots	car lots
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.	....	5 00
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 10	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 10	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Lower Feed May Come With Flour Demand

Toronto.

MILLFEEDS.—With the heavy orders that have recently been placed on Government account for flour, millers in some instances are inclined to look for lower prices on feeds if the production is maintained at present levels for any length of time. Bran in one instance was quoted down to $34, while the general run of prices on shorts was at $40. Prices on middlings were maintained, as were also those on feed flour. There is a good consumption of shorts and middlings but bran is somewhat light. Fine weather of recent weeks has been beneficial to pasture.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	.....	3.05-3.30

Sale Of Screenings Helps Feed Situation

Winnipeg.

FLOUR AND FEEDS.—Last weekend millers were still quoting on a basis fixed by mills two weeks ago, that is, 11.00 for first patents. As soon as this price had been fixed, merchants began buying freely again. All mills report the usual volume of business for fall trade. Rolled Oats.—All mills are considerably oversold, and country shipments are being interfered with on account of lack of milling oats. The Government are again in the market for oatmeal, and this will have a tendency to make it more difficult to look after domestic requirements. The price of rolled oats, 80's, remains at $3.75 and packages, $4.75. Feeds.—There have been no changes in price, bran selling at $35.00, and shorts at $39.00. It is rather hard to obtain supplies; millers have a small accumulation of bran, but shorts are very scarce, and it will be some time before the mills can catch up with the orders. The new

regulation regarding the sale of screenings in Canada may help out the situation on feeds somewhat. This new regulation is to the effect that the mills may now sell screenings back to the farmer; formerly this was illegal.

Flour—		
Best patents		11 00
Bakers		10 50
Clears		9 90
XXXX		8 90
Cereals—		
Rolled oats, 80's		3 75
Rolled oats, pkgs., family size		4 75
Cornmeal, 98's		6 15
Oatmeal, 98's		4 75
Feeds—		
Bran, per ton		35 00
Shorts, per ton		39 00

WEEKLY MARKET REPORTS

(Continued from page 34.)

Apples, Cal. Gravenstein, box		2 75
Apples, Wash., assorted varieties, box		2 25
Grapes, Tokay		2 50
Peaches, Washington, crate		1 50
Apples, Southern, bbl.		2 00

Frozen Cod, Mackerel, Haddock Arrive

Winnipeg.

FISH AND POULTRY.—There is a better supply of fresh salmon and halibut this week, but the supply of the latter especially will fall off as the cold weather approaches; prices are 20c and 19c respectively. There is no more fresh cod coming in; instead we have frozen cod at 10c. Oother frozen Atlantic lines are: haddock 9c; mackerel 14c; goldeyes 5c; smoked goldeyes 70c doz. There is considerable frozen poultry on the market, which is tending keeping live poultry off the market.

Haddock, frozen		0 09
Whitefish, lb.		0 12
Salmon, frozen		0 16
Salmon, fresh		0 20
Halibut, fresh		0 19
Cod, frozen		0 10
Kippers, boxes		2 00
Bloaters, boxes		2 00
Lake trout		0 16
Mackerel, frozen		0 14
Finnan haddie, lb.		0 13½
Salt herrings, new, ½ bbl.		7 25
Salt herrings, 20-lb. pails		1 85
Smelts, extra		0 23
Brook trout, frozen	0 35	
Sea herring		0 07½
Goldeyes		0 05
Smoked goldeyes, doz.		0 70
Poultry—		
Broilers, lb.		0 30
Fowl, lb.	0 18	0 20

COST OF LIVING STILL SOARING

Prices in the food budget again record advances. The upward movement had shown some cessation in July. The index numbers of the Labor Department for August show, however, an advance in both wholesale and retail prices. In wholesale prices the department's index number reached 245.0 for August as compared with 242.6 for July, 180.7 for August last year and 134.6 in July, 1914.

In retail prices the average cost of the weekly family budget of staples in sixty cities was $11.68 at the middle of August, as compared with $11.62 in July, $11.89 in June and $8.63 in August, 1916. The increases for the month appeared in salt pork, bacon, eggs, milk, butter, rice, beans, evaporated apples, prunes, sugar and tea.

Less Than Case Lots

A Problem Facing the Wholesaler—It Costs More to do This Business, but Retailer Demands it—One of the Results of High Prices and Increasing Varieties.

DESPITE the fact that the invoice he was studying was a long one, and of many pages, apparently representing a sale of very substantial proportions, the wholesaler's face did not seem to reflect the satisfaction which such a transaction might be expected to produce. Then he volunteered an explanation to the representative of the CANADIAN GROCER who had entered his office.

"Here is an order from a man who is starting in business. It is a very nice order but—there are about 140 items and only two or three of them are for full case lots. Every other item is for less than a case.

Extra Cost to the Wholesaler

"That is only one illustration of what we have to face in the less-than-case lot order problem. A few of the smaller houses in this city started the practise of breaking cases and now we all are doing it; we have to in order to hold our trade. In our case it means that we are keeping an extra man employed at nothisg else but opening up and repacking. We make an extra charge of five cents a dozen on less-than-case lots but that does not cover the cost of extra labor and the extra container, to say nothing of the additional bookkeeping for the same volume of business."

Then he chuckled as another aspect of the matter occurred to him. "We tried sending out the small orders for local retailers in bulk, but they would not stand for it. They wanted the extra boxes so they could sell them back to us and make a profit on the transaction.

"There are other leaks in connection with this kind of business," he added, "When part of the casc is sold, the balance may be allowed to stand around until the packages become somewhat soiled and their value depreciates and we lose on that. Then, also, the broken packages make thoughtless pilfering much easier and again there is a loss.

"The policy of breaking cases is a bad one but, when one dealer does it, the others have to follow suit and I do not see any remedy for it."

The retailer and the wholesaler do not always see eye to eye in matters of business policy and this is one of the cases where they do not seem to agree. When asked for his opinion regarding less-than-case sales, a retailer said:

Less Than Case Lots a Necessity

"I am doing a very satisfactory business and I happen to be about as well fixed as the average retailer in this city but I find that I cannot afford to order full cases of every thing I need, and it is absolutely impossible for many of the smaller stores.

"Take one feature of the case, alone. If you stop to think of the increased cost of groceries since the war began you will realize that a man would have to have almost double the capital to carry a stock of the same dimensions as he carried a few years ago. Many of the retailers have not the extra capital to meet this situation, so they simply buy in smaller quantities and turn over their stock that much oftener.

"Then there has been a steady increase in the number of lines of package goods which a merchant must stock if he is to meet the demands of his customers. Nearly every housekeeper has her favorite brand in every line of goods and we have to try to meet her ideas as well as we can. Full cases of every single article we carry would tie up a lot of money, especially as some of the goods will be slow in moving. We order broken lots in many lines, when we can, just to avoid this.

"I know that an order for a small lot of goods is not welcomed by most of the wholesalers but I cannot let my consideration for their feelings interfere with what I consider the most profitable way to run my business, if I can get away with it."

RUSSIAN SUGAR PRODUCTION IN 1917-8

The acreage sown to beets in Russia was reported to be 1,500,000, as compared with slightly over 1,700,000 in May, 1916. In normal conditions, on the basis of average sugar yield, the sugar output in the approaching season might be estimated at 1,373,400 short tons, but scarcity of labor, disorganization of transportation facilities, and unsettled political conditions are expected to result in a reduction of the beet harvests and the delivery of beets to the factories. Including all reserves from previous seasons, the sugar available in the present sugar year is estimated at 1,455,950 short tons. In view of the utmost reduction of sugar exports to Asiatic countries and the prohibition of the manufacture of candies and cakes, it is estimated that there will be a surplus of 108,000 short tons at the end of the present period to carry the country into the succeeding one. Taking everything into consideration, it is deemed prudent to reduce the estimates of production in 1917-18 to the neighborhood of 1,000,000 short tons. This case the supply would not exceed 1,250,000 tons, whereas the consumption in 1915-16 amounted to more than 1,850,000 tons. If the consumption remains approximately at the former level—and there is no indication of diminished demand—not less than 600,000 tons of foreign sugar will be required.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, October, 2.—Business for September was on the whole good. There were some disappointments to fruit handlers owing to the lack of demand, but towards the end of the month this improved owing to the greater adoption of sugarless canning. Flour markets since last wiring have been quiet with a drop of 2c per barrel in standard. Potato market is steady. The prices are now $1.50 to $2, the latter price being the price for the first Ashcrofts to arrive. Eggs and butter have been advancing. Best butter is now 47c while B.C. fresh eggs are 57c. Tea stocks are reported low. Rice sales have been large but prices steady.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	....	11 98
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	130 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per bag	1 50	2 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 47
Eggs, new-laid, in cartons, doz.	....	0 57
Cheese, new, large, per lb	....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, October 2.—Small white beans remain steady. Flour is eleven dollars per barrel. Barbadoes molasses advanced to ninety-five cents per gallon. Rolled oats, eighties, are three seventy-five. Crisco has advanced again, this time thirty cents per case. Lard, threes, are listed at $16.25 per case. Storage eggs have taken quite a jump, $14 per case being the general price. Kellogg's cornflakes are being offered at $3.20 to $3.60 per case. Clark's roast beef, 1's are down 25c per dozen while veal loaf halves are up 15c. Sockeye salmon, talls are $12.75 to $13.50. Advances are expected on evaporated apples.

CALGARY:		
Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 13
Sago, lb.	....	0 13
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	14 00
Eggs, No. 1 storage, case	....	12 70
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	....	3 75
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case	7 75	8 50
Salmon, Sockeye, tall, case	12 75	13 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., October 2.—The advance trade in Christmas lines is hampered this year by the uncertainty of prices and deliveries, jobbers awaiting the arrival of goods before booking orders. The situation regarding canned peas, tomatoes and tomato soups is somewhat similar owing to the announcement that only a small percentage of the orders booked by the canners will be delivered. List prices do not yet respond to this condition but a heavy advance is expected. Rolled oats are easier at $10 per barrel. Case eggs are firmer at 44c to 45c. Butter promises a decline in local markets owing to a larger stock being in sight than was anticipated. The only reduction so far is in dairy which is now 44 to 46 cents. Breakfast bacon is lower at 34 to 35 cents. Pure lard has advanced and is now 29 to 29½ cents per pound. American clear pork shows a heavy advance of $8 in the top price which is now quoted at $59 to $65 according to grade. Salmon chums are up $8 to $8.50. Cream of tartar shows a two cent rise and is now 62c to 64c. Evaporated apples are off the market as none are available. It is believed that the new stock will open about the 20th. Potatoes are down to $3.50 and further reductions are expected as soon as digging operations are more general and producers will endeavor to unload before storing. American onions are off the market; Canadians being $2.90 to $3. Higher prices are anticipated but not so high as last year's.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, white, bush	9 00	9 10
Beans, yellow-eyed	8 25	8 30
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 29	0 29½
Lard, compound	0 21¾	0 22
American clear pork	59 00	65 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 50
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 62	0 64
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, American, bbl.	....	....
Apples, N.S., bbl.	3 00	3 50
Potatoes—		
New, native, barrel	....	3 50
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.	2 90	3 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, October 2.—Flour, No. 1 patents 98's, has declined to $11.20 per barrel. White Japan beans are quoted higher at $7.15 per bushel, while Limas are 22½ cents per pound. Molasses is higher at 61c per gallon. Rice has taken a very decided jump owing to the great scarcity of this cereal and has advanced from $5.85 to $7.35 per cent. Sago and tapioca are 16½c. Oveda cigars are up $5 per thousand. Lamp globes are higher and evaporated apples have advanced about one cent per pound. All dried fruits will be higher. Cotaline is ⅜c higher and Crisco has advanced 55c per case. Clark's canned meats are about fifteen cents per case higher. Spices are nearly all four or five cents higher in bulk. Advances in canned goods are: Tomatoes to $4.75, pineapples to $5.75 and peas to $3.75.

REGINA—		
Beans, small white Japan, bu.	....	7 15
Beans, Lima, per lb	....	0 22½
Flour, No. 1 pats., 98s, per bbl.	....	11 20
Molasses, extra fancy, gal.	....	0 61
Rolled oats, bails	....	4 35
Rice, Siam, cwt.	....	7 35
Sago and tapioca, lb.	0 14	0 16½
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	10 12
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 48
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	4 75
Corn, 2s, standard, case	....	4 00
Peas, 2s, standard, case	....	3 75
Apples, gals., Ontario	....	2 45
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	14 50
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

PRODUCE AND PROVISIONS

Hog Prices Higher And Meats Firmer

Montreal.

PROVISIONS. — As predicted in CANADIAN GROCER recently, further firmness has developed in the market for salt meats, backs, pure lard and shortening. Advances in prices of these hog-products will be noted in the quotations below. The dry salt meats have advanced two cents a pound, and the market for these is firm at that. Pure lard is half a cent a pound, and shortening a full cent this week. The low quotations for plain and boneless backs have given way to figures a couple of cents higher this week. The cooked meats remain steady so far. The market outlook is again one of emphatic firmness. Live hogs were selling at from $19.00 to $19.50 per hundred pounds early this week, and supplies were light and quality very unfinished. Dressed hogs at $25.50 to $26, a dollar a hundred higher than last week's prices, may see higher prices yet, in good market opinion.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27
Tubs, 60 lbs.	....	0 27¼
Pails	....	0 27½
Bricks, 1 lb., per lb.	....	0 28¼
Shortening—		
Tierces, 400 lbs., per lb.	0 21½	0 21¾
Tubs, 50 lbs.	0 21¾	0 22
Pails, 20 lbs., per lb.	0 22	0 22¼
Bricks, 1 lb., per lb.	....	0 24

Poultry Prices Are Not Altered

Montreal.

POULTRY.—Prices for poultry to the retail trade remain unaltered this week, though it is said that where large stocks of storage poultry still remain, occasional shading of price may be effected. Consumption of poultry is, however, on the increase, due to meatless days and the publicity being devoted to the stimulation of demand for this foodstuff which is economical in point of its value in nourishment. Live poultry supplies are coming in more freely, and with Thanksgiving Day in sight, there will be heavy shipments on hand at the end of the current week. Demand is expected to be as usual heavy.

Poultry—		Dressed
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Egg Market Inclined To Fair Steadiness

Montreal.

EGGS.—A steady tone in the egg market is general, but some shading of prices to easier was noted in relation to selects. Good new-laids are commanding high figures still in the country, and the supply is not more than demand. They sell to the retailer at 54c. Eggs are being shipped in to Montreal express in order to command the best market, still, though the weather is cool enough now for ordinary freight shipment. The market is becoming more interested in exportation of eggs to Great Britain, and a good deal of this will be in progress from now on. Receipts of eggs for the week ending Sept. 29, were 5.968 cases as compared with 5,740 for the previous week, and with 26,933 cases for the corresponding week last year. The tone of the market across the border is dull and giving some anxiety to dealers on the American side. There may be a reflection on to this side, but this is not anticipated seriously.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	....	0 40

Cheese Prices Are A Shade Firmer

Montreal.

CHEESE.—From 21⅜c to 21¾c per pound was the range of country board prices for cheese during the past week in general, with some improvement of market tone noticeable. Commission prices for cheese are: No. 1, 21¾c; No. 2, 21¼c; No. 3, 20¾c. There is more active exportation now, and business in this direction bulks bigger than before. For the week ending Sept. 29th, 1917, receipts of cheese in Montreal were 68,597 boxes, an advance of 3,347 boxes over the previous week, but less than receipts for the corresponding week last year. Prices of cheese to the retailer remains as last week.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Prices Again Advanced

Montreal.

BUTTER.—The market for butter is still firmer this week, and dealers are at a loss to account for the condition. Country board prices have advanced again, and quotations from an eight to a quarter of a cent over 45 cents a pound were ruling at St. Hyacinthe and Cowansville. In contrast to the prices of last year at this time the advance is sensational. From 33c to 37c (or only a shade over 37c at most) were the prices prevailing on the country boards in September last year. As one dealer remarked this week: "Prices for butter seem to indicate that the market is headed for fifty cent butter and won't be happy till it gets it." Advances to the retailer this week amount to a cent a pound over prices of the past week. There are decreased butter receipts in Montreal. For the week ending Sept. 29, 9,463 packages were received, a decrease of 1,965 packages, as compared with the previous week, and of 5,704 packages as compared with the corresponding week last year.

Butter—		
Creamery prints (fresh made)	0 46	0 46½
Creamery solids (fresh made)	0 45½	0 46
Dairy prints, choice, lb.	0 43	0 43½
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice)	0 40	0 41

Honey and Maple Market is Steady

Montreal.

HONEY AND MAPLE.—More honey is offering from the country, and dealers anticipate having sufficient to meet demand this Winter, but prices will probably rule firmer than in previous years. There is not likely to be any glut of honey on the market. Clover honey is being offered at present, with buckwheat to come later. Maple product is in gradually decreasing supply now, and will be firmer in price as the Winter approaches. There is still enough in sight to meet ordinary demand. Prices for the present week are as quoted last week.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 14½
Clover, 60-lb. tins	....	0 14
Comb, per section	0 15	0 16
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Lard Up ½c; Hogs Higher

Toronto.

PROVISIONS.—A firm situation in the lard market resulted in an advance of ½c per pound on pure lard, and ¼c

per pound on compound, making the tierce basis for the former 26½c to 27c, and for the latter 21¾c to 22c per pound. There is an excellent demand reported for pure lard and dealers anticipate the next two or three months will witness an increasing demand with steadily firm prices. Live hogs were commanding higher prices during the week, owing to the comparative scarcity of arrivals, an advance of 25c to 50c per hundred having been recorded. Breakfast bacon showed a firmer tendency and an advance of 1c per pound was recorded, making the range from 36c to 38c per pound. Wiltshire bacon showed an upward tendency and the high range was increased to 34c per pound. Mess pork in barrels was also in firmer position with an advance of 50c per barrel from the lower levels. Short cut backs advanced $1 from the low level, and $3 on the high level. Pickled rolls went up $3 from the low quotations. Lumber camps are showing more interest in the market, as there was a disposition to hold back in their ordering in the expectation that lower prices might ensue as a result of the British embargo. Some bacon is still going forward to Great Britain on old contracts, but from present indications there is no intimation that Canadian bacon is to be allowed into Great Britain. Provision men are of the opinion that Canadian bacon is needed and that it would be ill-advised to shut off this source of supply. Owing to the light receipts of hogs and the good demand locally for meat products, there has been a firm market for provisions.

Hams—		
Medium	0 32	0 33
Large, per lb.	0 26	0 29
Backs—		
Plain	0 35	0 43
Boneless, per lb.	0 40	0 43
Bacon—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 32	0 34
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.	....	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 44
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	....	50 00
Short cut backs, bbl., 200 lbs.	52 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 21¾	0 22

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars	....	19 00
Live, fed and watered	....	18 75
Live, f.o.b.	17 35	17 40

Butter Market Is Giving Some Concern

Toronto.

BUTTER.—Commission men are noncommittal as to the trend of the market in butter. As a matter of fact, there is uncertainty with an undertone of firmness due to the situation in Great Britain. In some quarters it was anticipated that an export demand might develop soon and that some 50,000 packages of butter would soon be moving across the water. If this takes place, there will undoubtedly be higher prices in Canada. It is reported that Danish butter in Great Britain is commanding 60c per pound, which is an indication of the great scarcity there. Production is good in Ontario at present time, with the possibility that more milk may be turned into butter as a result of the good prices that are being maintained. Prices locally held steady, with the exception of dairy prints, which showed a slightly higher tendency.

Creamery prints, fresh made	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Egg Prices Show An Easier Tendency

Toronto.

EGGS.—There is a fairly good production of eggs at Ontario points under the stimulus of cooler weather, a good grain supply and the fact that the molting season is about over. Prices remained unchanged during the week and with the heavier receipts inclined to an easier tone in the market. There is a disposition at any rate not to look for higher prices in the immediate future. The export trade in eggs is hanging fire, as prices in England have dropped down.

Eggs—		
Selects, cartons	0 51	0 52
Selects, ex-cartons	....	0 48
No. 1, ex-cartons	0 45	0 46

Cheese Production Lighter This Year

Toronto.

CHEESE.—Production of cheese up to the present for the year 1917 has been lighter by 226,926 boxes, according to figures compiled at Montreal, which is the main shipping point for export. Up to September 22, this year, the receipts were 1,368,069 boxes as compared with 1,549,995 boxes for the same period last year. So far as prices are concerned there has been a steady position, as the Cheese Purchasing Commission has shown no disposition to change from the 21¾c basis. Locally there has been a steady demand.

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Receipts of Chickens Heaviest of Season

Toronto.

Poultry dealers report that receipts of spring chickens are now the heaviest of the present season. Now that the farmers are well along with their fall work they are able to turn their attention to shipment of poultry with the result that plentiful supplies have been forthcoming. Prices being paid are down 2c per pound to 20c, while the live and dressed prices to the retail trade have declined a similar amount. Live hens and dressed hens also showed a weaker tendency with declines of 1c to 2c per pound in prices being paid by commission men.

Prices paid by commission men at Toronto:—

Ducks, live, lb.	0 14	0 17
Geese, live, lb.	....	0 12
Turkeys, old, lb.	....	0 18
Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 17	0 20
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over	0 25	0 28
Squabs, dozen	....	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Good Supplies of Buckwheat Honey In

Toronto.

HONEY, SYRUP.—There were fairly heavy receipts of buckwheat honey from the Province of Quebec during the week, the bulk of this commodity coming in 60-lb. tins and selling at 14c to 15c a pound. Clover honey showed a firmer tendency and in 5-lb. and 10-lb. tins was quoted up 1c per pound at 17c to 18c, while 60-lb. tins of clover were quoted at 16½c to 17c, also an advance of 1c per pound. Honey in the comb and in jars remained unchanged. The course of the honey market seems to be one of a steadily firming tendency.

Honey—		
Clover, 5 and 10-lb. tins	0 17	0 18
60-lb. tins	0 16½	0 17
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	....	1 50
Do., 12 oz., doz.	....	2 10
Do., 16 oz., doz.	....	2 50
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

EMBARGO ON GRAIN SCREENINGS

The exportation from Canada of screenings produced in cleaning wheat and other grains is prohibited to all destinations abroad, other than the United Kingdom, British possessions and protectorates. The order in council promulgating this embargo is dated Sept. 18.

APPLE EMBARGO LIFTED

The department of trade and commerce has been advised by cable that the Australian Government has temporarily lifted the embargo on Canadian apples in order to permit of the importation of a limited quantity, such importations not to exceed 10,000 barrels.

NO BEAN FAMINE LIKELY

Beans take their place this year as one of the most important vegetable crops. Forecast of production in five important bean-growing states, Michigan, California, New York, Colorado and New Mexico, announced by the Department of Agriculture shows 19,969,000 bushels, compared with 8,846,000 bushels last year and 10,321,000 bushels in 1915.

More than 4,500,000 acres were planted to beans in those states, and the average farm price being paid August 15 was $7.24 a bushel, compared with $4.60 on that date last year. At the August 15 price the prospective crop was worth about $165,000,000.

¶ The Profitable Handling of Fish and Oysters; The Care of Perishable Goods in Winter; Xmas Selling Devices that Merchants find Successful; Specimens of Fall and Winter Retail Advertising that Proved Business Getters; Interior and Window Displays of Seasonable Goods; Unit Displays for Fall and Xmas Window Trims (Illustrated); Selling Goods for Overseas—experience of a merchant who makes a big success of this branch of his business; Using the Delivery Wagon for Advertising Seasonable Goods or New Articles on Sale.

¶ Above are some of the valuable and timely articles that will appear in the Fall and Winter Number of CANADIAN GROCER.

¶ Is it any wonder that the merchant looks forward with special interest to receiving his copy of this practical Number?

¶ You can readily understand why he keeps this Number for further reference when it contains ideas he can use all through the winter months.

¶ Your advertisement will get the interested attention of the worth-while merchants of Canada if it appears in this issue, and it will live with that Number for months to come.

¶ This Number is known as the Directory of the Trade. Rather awkward to have your name left out of the directory, don't you think?

¶ Will you let us plan that dominating advertisement now?

Remember, this Number closes October 23.

Soft Sugars

for all kinds of Sweet Pickles

LANTIC

"Light Yellow"
"Brilliant Yellow"
"Dark Yellow"
ALL
"PURE AND UNCOLORED"
In 100 lb. Bags.

Lantic Soft Sugars have a rich, delicious flavor that makes them particularly well suited for all kinds of Sweet Pickles.

Suggest to your customers that if they want their Pickles to be especially nice this year, to use Lantic Soft Sugars.

You can recommend these soft sugars because you know they have **always been pure and uncolored.**

Your wholesaler has Lantic Sugars.

Atlantic Sugar Refineries
LIMITED

Montreal St. John

Sunsweet Prunes and Apricots

"Nature Flavored"

Before prunes and apricots earn the right to the SUNSWEET name they must meet fixed standards of quality:

On the tree *In process of curing*
In packing *After packing*

Rigid inspection and grading of the fruit and rigid inspection during the packing by our own and state inspectors assures the quality, flavor, count and size of SUNSWEET Prunes and Apricots.

Your customers will appreciate SUNSWEET quality and come back for more. Just sell Sunsweet once and Sunsweet will repeat.

Get in touch with your jobber—and place your order now. Every desirable size in prunes and apricots is packed under the Sunsweet label—but only one quality, the very best. The price on SUNSWEET prunes is guaranteed up to January first. On SUNSWEET apricots up to November first.

We will gladly send upon request valuable dealer helps and advertising matter.

California Prune and Apricot Growers, Inc., San Jose, California

If any advertisement interests you, tear it out now and place with letters to be answered.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.

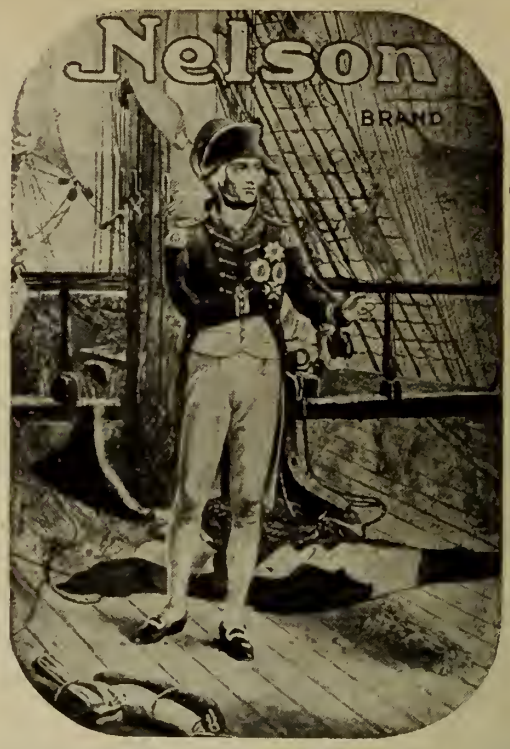
AGENTS FOR THE CANADIAN NORTH-WEST

NORWEGIAN BRISLING

(SARDINES)

Not to be mistaken for Sild, or what you buy as Sardines

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE

STAVANGER (Norway)

Apply: Standard Imports, Limited, Montreal

Yesterday, To-day, To-morrow—

PURITY FLOUR

is Absolutely Uniform in Quality

From the careful selection of Western Canada's finest wheat to the milling and packing of Purity Flour, repeated tests are made by our experts to make sure that our high quality standards are maintained.

What Purity Flour does for the housewife's baking to-day it will do to-morrow—and for every to-morrow to come.

It is absolutely dependable for all baking purposes. You can safely recommend it.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

"Save Waste—and Win the War!"

HERBERT HOOVER, the newly appointed United States "Food Minister," announces the above as one of his texts.

It is true the text can't be found in the Scriptures—that is, in those very words—but its substance is there—for to **waste is a sin.**

Mr. Hoover declares "saving waste" is a duty.

If it is, then it is not an exaggeration to say that the installing of a Sherer counter (which is the only way a grocer can save waste every minute out of the 24 hours) is a duty for all grocers who want to do all they can to "help win the war."

In no place in the world is there more needless waste than in an old-fashioned grocery store.

A Sherer counter cuts out most of this waste! Thereby it makes profits—declares dividends, and enables grocers to pay bigger war taxes, and so "helps win the war!"

Is this not logical—if true?

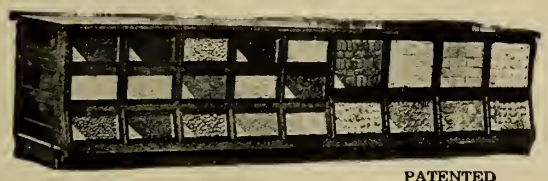
And *it's true!*

Write us about it. Ask for Booklet AC. It tells!

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario, Canana



PATENTED

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Furnivall's FINE FRUIT PURE JAM

Know what profits the right kind of jam produces by stocking and displaying Furnivall's — the choice of every discriminating housewife.

Repeat sales are the rule. Try out Furnivall's to-day.

FURNIVALL-NEW, Limited

Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

OVER 50,000 COPIES PER MONTH

Canadians

should be thankful that our Country has a Canadian Magazine fit to take its place in the company of the big American magazines — a magazine equalling in interest and literary merit the big magazines produced in a Country of 100,000,000, where it is possible to obtain $1,000 to $5,000 a page per issue or more for advertising space.

THE making of MACLEAN'S MAGAZINE month by month, year after year, has been hard labor. One difficulty was to get the right sort of matter—Canadian in origin and theme. A few years ago our country possessed few writers and artists of trained and high ability. To-day, thanks very largely to MACLEAN'S MAGAZINE, we have men and women writers and artists producing first-class work; they developed when they found a medium demanding a grade of work equalling the best contributors to American magazines. Also, the Canadian writers and artists who were finding a market for their wares in the United States turned to MACLEAN'S when this magazine showed itself to be a sufficient and creditable vehicle for their work.

The future has a good crop of A1 Canadian writers and artists in store, whose work will appear in MACLEAN'S; but consider these names of Canadian men and women who have already "arrived," and whose work appears in MACLEAN'S MAGAZINE:—

Sir Gilbert Parker,	E. Phillips Oppenheim,
Arthur Stringer,	Peter McArthur,
Arthur E. McFarlane,	L. B. Yates,
Stephen Leacock,	Geo. Eustace Pearson,
Robert W. Service,	W. A. Craick,
Alan Sullivan,	H. F. Gadsby,
Agnes C. Laut,	C. W. Jefferys,
L. M. Montgomery,	J. W. Beatty,
"Janey Canuck,"	Arthur William Brown,
A. C. Allenson,	Lou Skuce.

These are some of the names of Canadian men and women—writers and artists—who are doing work of the highest class, acceptable to the hardest-to-get-into publications of the United States. Ten years ago such a Canadian galaxy had no existence.

BESIDES these professional writers and artists—men and women who depend on their pen and pencil and brush for their livelihood—is a big host of others who write only when successfully urged to do so—because they have something to say that is worth saying. These are usually men in a big way of business, or professional men at the top of the ladder, or men and women doing unusual work of a most important sort—often obscurely because they are not self-trumpeters of their achievements or labors. For example, such men and women as:—

THE LATE SIR MORTIMER CLARK
JOHN BAYNE MACLEAN
ERMAN J. RIDGWAY
LORD NORTHCLIFFE
JOSEPH MARTIN, M.P.
BILLY SUNDAY

All these have contributed under their own name or a nom de plume to MACLEAN'S MAGAZINE in the last 12 or 15 months, recognizing that this magazine can give their messages to the whole nation, and to a class of persons whom they wish to reach.

NOBODY who knows MACLEAN'S would ever call it a story magazine, but rather a national magazine—almost a news magazine. Stories there are in every issue—enough of them to satisfy the right and natural desire for romance, adventure, achievement, business, love and intrigue. But the greater part of the contents of every issue of MACLEAN'S MAGAZINE may be called NEWS—NEWS of men and their work and triumphs; news of the nation's work and workers; news of discoveries; news of movements; news of politics; news of the builders and building of Canada. MACLEAN'S, as Canada's National Magazine, prepared for thinking and intelligent men and women, must be an informative and interpretive magazine, must mirror national opinion, record national affairs and developments, and be the VOICE of prophets, statesmen and leaders. MACLEAN'S is a magazine of to-day—a newspaper of a sort, dealing with big news passed over by daily newspapers whose function is the recording of the day's news—passing news; and who leave the fuller statement—the summed-up presentation of things they can hut touch on—to MACLEAN'S MAGAZINE.

A Magazine *of* Power

News features of MACLEAN'S MAGAZINE greatly liked by its 50,000 readers are

The Business Outlook—article.
The Investment Situation—article
The Review of Reviews Department.
The Nation's Business.
Women and their work.

These are regular department features appearing in every issue of MACLEAN'S. They are of the nature of surveys or digests, and perform a service welcomed and praised by all readers who aim to keep themselves broadly informed concerning what's doing in Canada and what's being thought and said and done the wide world over.

REVIEW of Reviews is the outstanding feature of MACLEAN'S, in that it gives the best articles, in condensed form, from the best magazines of the world. A staff of trained people read and study the contents of all magazines and select for each issue of MACLEAN'S twenty or more articles which mirror the world's progress and present the changing aspects of world opinion.

IN rounding out this presentation of Canada's National Magazine a brief reference may be made to one large and discriminating and important class of contributors to it—advertisers. Literally hundreds of them employ MACLEAN'S for their advertising, to reach the influential classes represented by MACLEAN'S list of subscribers, and because they get national publicity economically. These makers and producers of goods of national consumption appreciate the fact that a select circulation of 50,000 gives them, among the most important families of Canada, strong local publicity as well as broad national publicity, and that retail distributors are both canvassed and assisted by their national advertising in MACLEAN'S MAGAZINE. They recognize that $1,000—$3,000 invested in space in MACLEAN'S MAGAZINE to buy 365-day national influence is dirt cheap publicity.

THIS is but condensed presentation of MACLEAN'S MAGAZINE. Very much more can be said about its editorial policy and character, about its making, about its quest for and development of new contributors, about the policy that keeps canvassing methods and advertising columns clean, about the hearty approval of subscribers of MACLEAN'S MAGAZINE, about the significance of 50,000 circulation, about the wisdom of doing a "little advertising in a few magazines" as an initial step in national advertising plans; about the advertising of MACLEAN'S MAGAZINE in all the MacLean Publishing Company's list of business and technical newspapers, about the influence of MACLEAN'S MAGAZINE on distributors.

But time and space forbid here and now a continuation of the MACLEAN story.
What is enough to be impressed is—

MACLEAN'S MAGAZINE

Canada's National Magazine

143 University Ave., Toronto

Union Trust Bldg., WINNIPEG Boston New York Chicago London, Eng. Southam Bldg., MONTREAL

Sunset Soap Dyes

A popular and paying specialty
for grocers
that is making a big selling noise.

FOR PRICES AND TRADE DISCOUNTS WRITE

HAROLD F. RITCHIE & CO., Ltd., *Canadian Distributors,* **Toronto, Ont.**

Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

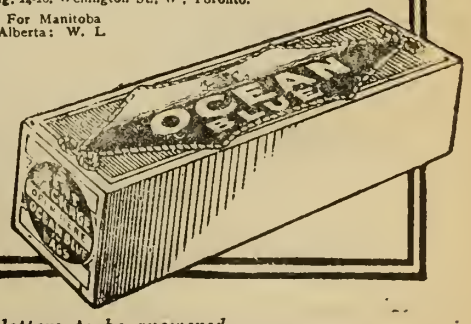
Post us your order for

OCEAN BLUE

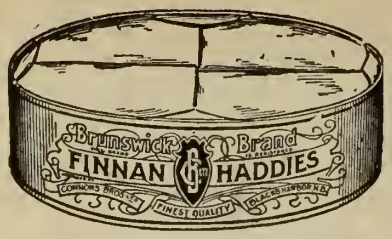
to-day and you will have taken the first step towards increasing your business in Laundry Blue. Do this and you will be pleasantly surprised at the splendid response which follows your recommendation of OCEAN BLUE.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L Mackenzie & Co. Ltd. Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



If any advertisement interests you, tear it out now and place with letters to be answered.



IN THE GOODS AND IN THE PACKING

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

BRUNSWICK BRAND

The present Government regulations regarding meatless days is creating a bigger demand than ever for quality sea foods. Hence wide-awake dealers should keep BRUNSWICK BRAND well displayed.

Look over your stock and see what "Conners" lines you are short. Then order from the following list.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Brothers

Limited

Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or witb Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Cbili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Cbili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

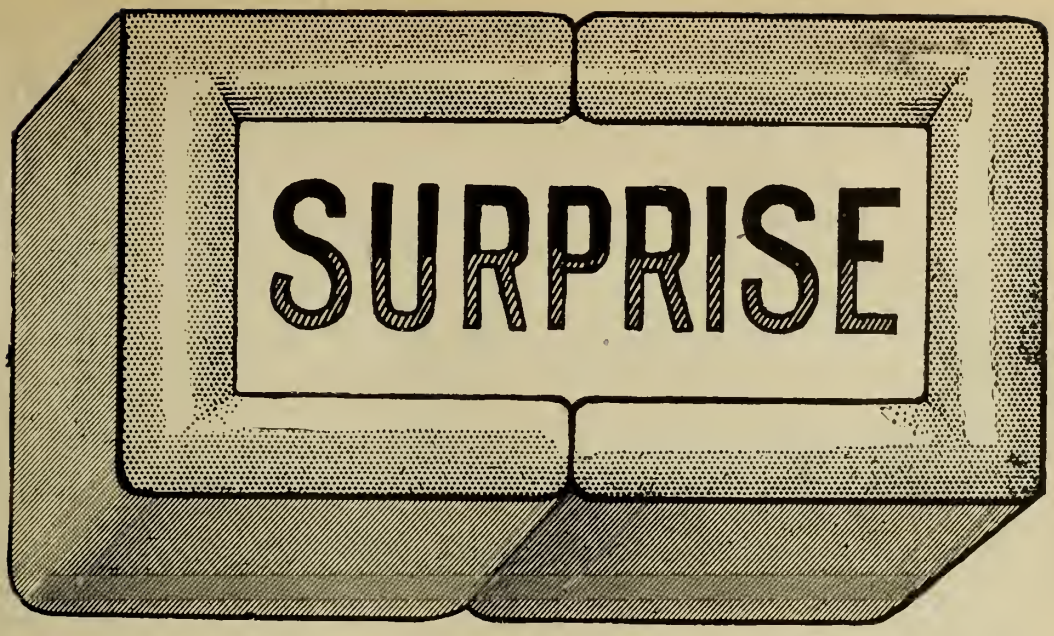
Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, wbite, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25

Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Luncb bars, 5-lb. boxes	0 39
Royal Milk Cbocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 5 lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90



IT IS not by any streak of good luck that SURPRISE SOAP stands where it does to-day. Neither is it because of great salesmanship on our part. It requires more than good selling methods nowadays to keep a Laundry Soap in the place occupied by SURPRISE for so many years. It requires an assurance of absolutely unfailing satisfaction to the user, and this we may say is the very foundation of "SURPRISE'S" success since the first.

You do not know of any soap just like it in Canada, do you? You do not know of any Soap you can recommend with the same confidence!

The St. Croix Soap Manfacturing Co.

St. Stephen, N.B.

Montreal, Toronto Winnipeg, Vancouver, Halifax.

MARSH'S GRAPE JUICE

A Delicious Concord Beverage.

A Seller and a Repeater,

Keep Marsh's Grape Juice always in front and your profits will steadily increase.

Five case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Agents—

MacLaren Imperial Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 85

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.
Cambridge Sausage, 1s, $4; 2s, $7.75.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.
Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.
Ox Tongues, Glass, 1½s, $13; 2s, $15.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

G. Washington's
Refined Coffee
FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A $1 can will provide delicious coffee three times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

Remember!
62% Profit
On Your Investment

The dealer who turns his Liquid Veneer stock fastest these days is the dealer who DISPLAYS the goods on his counters and in his window.

Are YOU pushing Liquid Veneer to the front? Try it.

We furnish attractive counter and window displays free.

Buffalo Specialty Company
Buffalo, N.Y., U.S.A.
Bridgeburg, Ont.
Canada

You will say

that Popular Soap has been aptly named after you have given it a try-out in your displays.

The neat, red wrapper attracts attention—the quality of the contents guarantee customer-satisfaction always.

And your profits are good.

Another good, quick seller—

CRYSTAL SOAP CHIPS.

Guelph Soap Company
GUELPH, ONTARIO

Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans FOOD PRODUCTS Watford

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup 2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bars, 6½s; boxes, 5½ lbs.	0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 85
Forest and Stream, 1-lb. glass humidors	1 00
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70

PEACHES

The Very Best Quality

Arriving Daily in Large Quantities

Prices Reasonable

GRAPES

Commencing to Arrive

Supplies Increasing

Prices Lower

HUGH WALKER & SON

Established 1861 **GUELPH, ONT.**

SWEET POTATOES

California Tokay Grapes

British Columbia Boxed Apples

Now on the Market

Also

Heavy Arrivals Local Peaches

WHITE & CO., LTD.

TORONTO

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits Cranberries, etc.

25 CHURCH ST. TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

People who buy "quality" insist upon having

STERLING TOMATO CATS UP

Sterling Products are noted everywhere for their unbeatable purity and goodness, and Sterling Tomato Catsup lives well up to the Sterling reputation.

Sell a customer one bottle of this delicious catsup and you'll sell her lots more. "Sterling" quality will bring her back.

Let a trial display show you what a seller this line is.

T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

TWO GOOD GENERAL STORES FOR SALE in prosperous localities, both doing a highly profitable business. One on C.P.R. and the other 7 miles from London. Either can be bought right. Apply the Western Commission Co., London.

GROCERY AND AUTO SUPPLIES IN A country town doing a business of about $300.00 weekly; can be increased by right man. A good large corner store and nice flat above store, and a double garage. Will sell store at $4,000.00; about $2,000.00 stock and fixtures. Can give part terms. Apply Box 257, Canadian Grocer.

TO RENT

TO RENT—FURNISHED HOTEL, VILLAGE 6 Miles from London, Ont., main road to Goderich. Good stand for butcher or baker. Apply L. Hudson, R. R. 2 London, Ont.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

Three dollars a year is all it costs to have this publication mailed to your address every week.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

WANTED

WANTED TO PURCHASE
TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance. 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance. 2 cents per word first insertion and one cent per word for each additional. with charge of five cents extra per insertion for Box Number.

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

This Space is Yours For $2.50 On Yearly Order

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

COCOANUT
Standard Cocoanut Mills
E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS'
Worcestershire Sauce
Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

W. C. Edwards & Co., Ltd.
OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

If any advertisement interests you, tear it out now and place with letters to be answered.

KING GEORGE'S NAVY

CHEWING TOBACCO

has an extra good flavor

Which accounts for the ever-increasing circle of tobacco users who use this palatable chew.

There are a number of men in your community who will come to your store once they know you sell King George's Navy.

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

Daily Capacity
27,400 Bags of 98 lbs

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, OCTOBER 12th, 1917 No. 41

"Meatless Days are Oyster Days"

YOU will agree that when it comes to a substitute for meat there is not a food product that lends itself so readily and generally to the situation as oysters.

In the first place, from a purely economical point of view, Fried Oysters make an inexpensive meat substitute. A half dozen will satisfy the average person, and they supply more nourishment than meat or any other heat substitute. Escalloped Oysters are also a very tasty dish and economically prepared. Most people think of oysters as being stewed, and it would be wise for you to emphasize the merits of Fried and Escalloped, they will make you many friends.

We urge the advisability of selling your oysters dry measure and getting a price that will afford your doing so. If you are going to urge the use of oysters it will be highly essential that you have a purely quality proposition to offer.

The higher prices and scarcity of supply afford an opportunity for the marketing of stock that under ordinary circumstances would be considered very questionable. You may well be suspicions of stock offered at cut prices, for with this scarcity of supply, you will probably find that there is a very substantial reason for the lower price on the "Just as good" variety. Be sure you have quality and condition of stock to back up your recommendations.

A difference of 5c a pint in your price is no compensation for inferiority. To obtain repeat business of substantial proportions you must merit it.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - TORONTO, CANADA

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations
Copy of report will be sent on request to anyone interested

It Is Always Seasonable

—Display It Properly—

O-Cedar Polish sells on sight. With the aid of one of our splendid display helps you can keep it constantly before your customers. A most attractive reminder is the O-Cedar Counter display here shown —a reminder which will speedily surprise you with increased sales.

Order from Your Jobber—keep your shelves well stocked with

O-Cedar Polish

FREE WITH DEALS No. 61-62

Display Deal No. 61.

7½ doz., 4-oz. O-Cedar Polish..	$22.50
3 doz., 12-oz. O-Cedar Polish...	18.00
1 only, Counter Display Stand..	Free
	$40.50

Display Deal, No. 62.

2½ doz., 4-oz. O-Cedar Polish..	$7.50
5½ doz., 12-oz. O-Cedar Polish.	33.00
1 only, Counter Display Stand..	Free
	$40.50

(Subject to usual discount)

Channell Chemical Co., Limited

369 Sorauren Ave., Toronto

Telephones { Victoria 367—Office / Victoria 366—Shipping

734 to 740 Mullins Street

A. R. WHITTALL CAN COMPANY, LIMITED

MONTREAL, CANADA

Manufacturers of

Round and Square Cans for Fish, Meat, Fruit, Syrup, Paint and Varnish, etc.

LEAD AND PUTTY IRONS

Our record for satisfaction and service is still being maintained despite the increased cost of tin plate and the growing difficulty in obtaining it.

Work is being rushed on our new factory which will double our capacity.

BORDEN MILK Co. LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be de-sig-nated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Progressive dealers display Borden Milk Products

When sound-reasoning grocers continue to stake their sales expansion on the Borden quality line, could you do better than follow their example?

The utility and convenience of the Borden products make them desirable for innumerable uses. Their thorough quality and absolute purity take good care of continued purchases.

In the most progressive store you'll find Borden's dominating the window displays and so placed on shelves and counters that even the unobserving could not miss them.

Surely there are many ways in which you could greatly increase *your* "Borden" sales?

Start that improvement *to-day*.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.

143-153 University Ave.

TORONTO, ONT.

There's a certain guarantee of customer-satisfaction in every can of

Indian Chief Brand Clams

The extreme precautions used in this selection and preparation eliminate every possibility of anything but tip-top quality.

Indian Chief Brand Clams are put up the same day they are taken from the clam beds and sealed without solder or acid.

Recommend them to every customer.

SHAW & ELLIS

POCOLOGAN, N.B.

Building a Home

This is the title of a book, designed to inform all those about to build a new home, or make over an old one, concerning the problems which arise inevitably, such as

choosing the site
the owner's own ideas
selecting the architect
choosing a builder
the construction of the home
and so on.

The book has been prepared by H. W. Desmond, editor of the *Architectural Record,* and H. W. Frohne, associate editor, and so is the work of men of broad experience and fine judgment.

This volume is very handsomely put up, and is worth many times its price to every prospective builder. Sent post paid on receipt of price, $1.50, with 15c extra for postage.

The MacLean Publishing Co., Limited

143 University Avenue -:- Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PORK & BEANS

We are living in times, Mr. Grocer, when all your Customers appreciate the importance of ECONOMY.

Clark's Pork and Beans spell economy without sacrificing QUALITY

The Best Materials Prepared by The best of Chefs with the most modern appliances

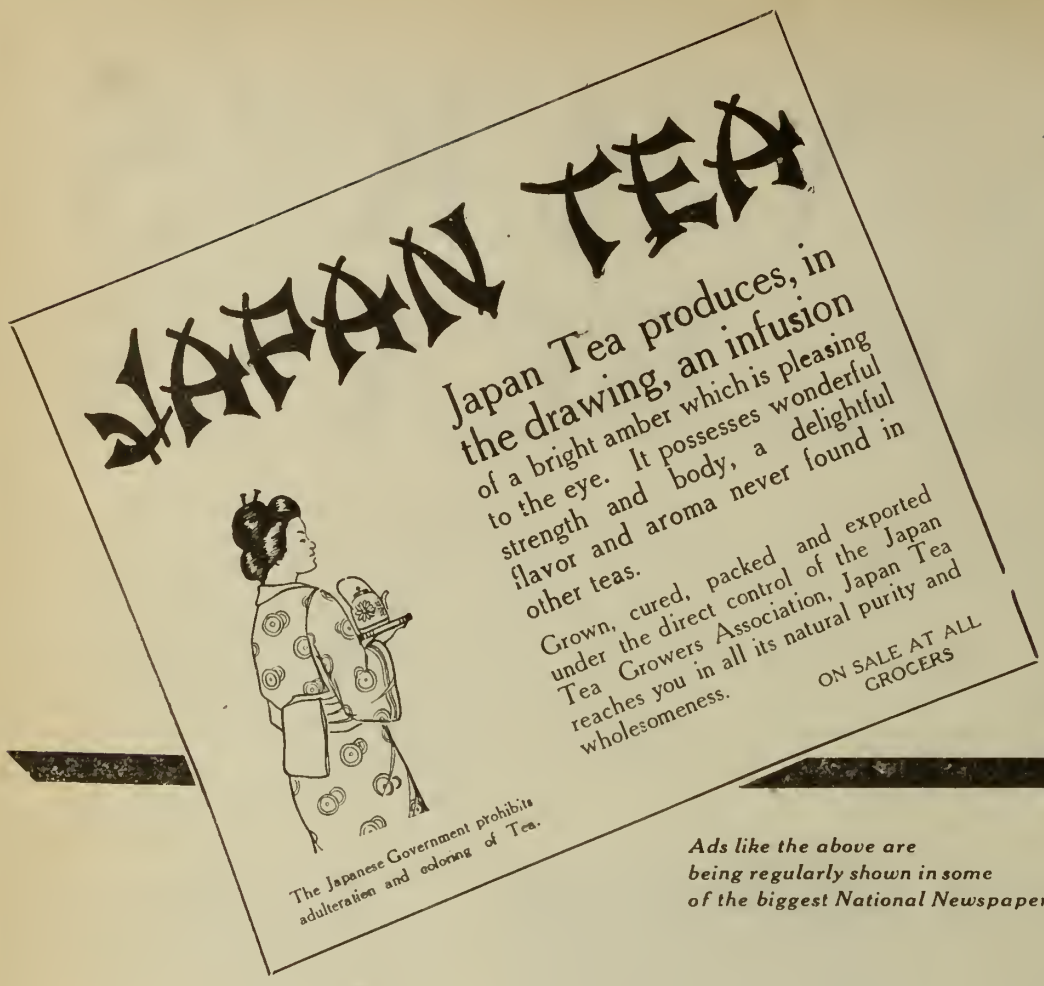
TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.


JAPAN TEA
Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.
Grown, cured, packed and exported under the direct control of the Japan Tea Growers Association, Japan Tea reaches you in all its natural purity and wholesomeness.
ON SALE AT ALL GROCERS
The Japanese Government prohibits adulteration and coloring of Tea.

Ads like the above are being regularly shown in some of the biggest National Newspapers.

Critical tea-drinkers acquainted with Japan Tea acknowledge its delicious, palate-pleasing goodness, but there are still many tea users not yet acquainted with this delicious beverage, and it is in order to reach these and convert them to the use of Japan Tea, that it is being advertised so extensively.

Co-operate in this campaign by showing Japan Tea in your displays. Thus you will win your share of the increasing call for this product of Sunny Japan and please the most critical tea-drinkers of your community.

"I have entered a new world"

"PERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world."

So spoke an ordinary man—perhaps an average man. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post
Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The $3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at $3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....

If any advertisement interests you, tear it out now and place with letters to be answered.

Get Better Acquainted With

Condenseries in Ontario

Every time one of your customers begins to use Carnation Milk you add about $3.00 per month extra to your sales. Total this up—$3.00 per month extra from the majority of your customers. Get it down in black and white. Figure up the increase in gross sales—you will be surprised with the result. This increase is possible because of our advertising and the *quality* of these brands. Carnation Milk is known in nearly every home, and is recognized as being the "Answer to the Pure Milk Question."

In addition to increasing sales to your present customers, Carnation Milk will bring new customers to your doors. It is a live, dominant asset to every grocer; for its reputation gives every grocer selling it a prestige for handling goods of a known *quality*. Let every person in your district know that you are the Carnation Milkman by means of window and store displays.

The Dominion Government Standard for unsweetened evaporated milks is 7.2% butterfat content. Carnation Milk has a butterfat content of 7.8%. This .6% more butterfat than required means *higher quality*.

Canada First holds a reputation with the consumer for quality—a quality which is backed up by official recognition from the Government. See Government Bulletin No. 208 issued in 1910 and Government Bulletin No. 305, issued in 1915.

Your Jobber Has *These* Brands or Can Get Them For You.

For store advertising material and information write to our nearest representative listed below

R. S. McIndoe	Toronto, Ont.
H. D. Marshall	Ottawa, Ont.
John Bickle & Greening	Hamilton, Ont.
J. Harley Brown	London, Ont.
D. Stewart Robertson & Sons	Kingston, Ont.
J. Hunter White	St. John, N.B.
J. Alex. Gordon & Co.	Montreal, Que.
Dastous & Co., Reg.	Sherbrooke, Que.
Tees & Persse, Ltd.	Fort William, Ont.
Tees & Persse, Ltd.	Winnipeg, Man.
Tees & Persse, Ltd.	Regina, Sask.
Tees & Persse, Ltd.	Moose Jaw, Sask.
Tees & Persse, Ltd.	Saskatoon, Sask.
Tees & Persse of Alta., Ltd.	Calgary, Alta.
Dominion Brokerage Co.	Edmonton, Alta.
Oppenheimer Bros., Ltd.	Vancouver, B.C.
Pyke Bros.	Halifax, N.S.

Carnation Milk Products Co., Limited

Aylmer, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Your customers do not need to pay extravagant prices for Fruit for their Christmas baking

FEATURE →

ECONOMICAL **NUTRITIOUS**

TASTY

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

A stock of Furnivall's will move quick and get you good profits, too.

And the customer satisfaction in every sale means bigger all-round business in your store.

Try Furnivall's now.

FURNIVALL-NEW, Limited

Hamilton, Canada

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other lsrge British, American snd Csnadisn firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA
Trackage Storage Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you are interested in selling or buying

APPLES
POTATOES
BEANS
ONIONS
TURNIPS
HONEY
DRIED OR EVAPORATED APPLES

communicate with me.

FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

Send us Photograph of your Thanksgiving Display

Let us know how it sold the goods for you. What kind of publicity did you get out of it? Did it pay you?

We are always on the look-out for good window trims dressed by dealer or clerk.

Editorial Dept.,

Canadian Grocer
143-153 University Ave.
TORONTO

When Writing to Advertiser Kindly Mention This Paper.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.
bandled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Beans, Produce, Canned Goods, Nuts, Dried Fruits, Heavy Chemicals, Grocery Specialties

C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

Watch for Christmas Window Displays in the Fall Number

The window display section of the Annual Fall and Winter Number of CANADIAN GROCER will contain the winners in the 1916 Christmas Window Contest. They are all bright, snappy, attractive trims—and provide the very suggestions retailers want for their best effort of the year.

Date of issue—Oct. 26.

LEONARD FISHERIES, LIMITED

Successors to

LEONARD BROS., MATTHEWS & SCOTT, A. WILSON & SON,
PRODUCERS, PACKERS, and DISTRIBUTORS

Fresh
Smoked
Dried

FISH

Frozen
Pickled
Salted

OYSTERS IN BULK AND SHELL.

Car Orders a Specialty.

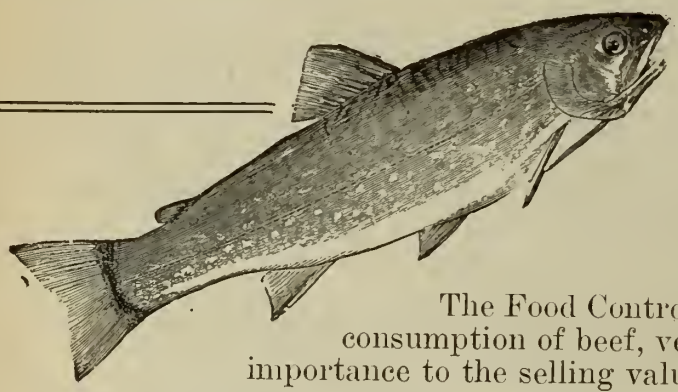
The largest Cold Storage and fish handling plant in Eastern Canada.

CORRESPONDENCE SOLICITED.

BRANCHES:

Canso, N.S.
Queensport, N.S.
Port Hawkesbury, N.S.
Eastern Harbor, N.S.
North Sydney, N.S.
Halifax, N.S.
St. John, N.B.
Gaspe, Que.
Grand River

HEAD OFFICE: MONTREAL



Sell Fish!

MEATLESS DAYS
ARE FISH DAYS

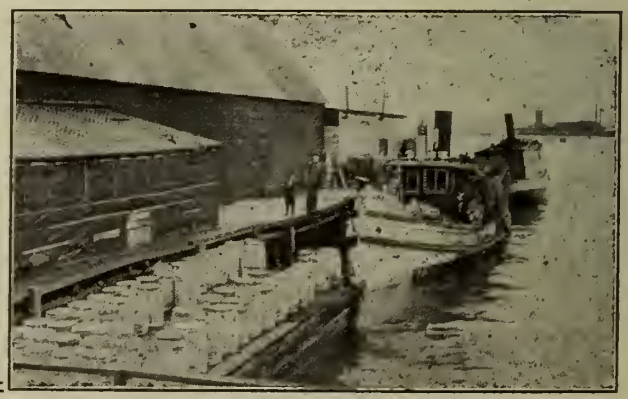
The Food Controller's efforts towards curtailing consumption of beef, veal, pork, etc., have given added importance to the selling value of fish.

Every good grocer should consider this demand and prepare to profit from it.

When you need fish of any kind, ask us. Our supplies are always tip-top. Salt and fresh water Fish. Fish of every kind. Frozen and Salted Lake Herring a specialty.

"If it swims we will sell or buy it."

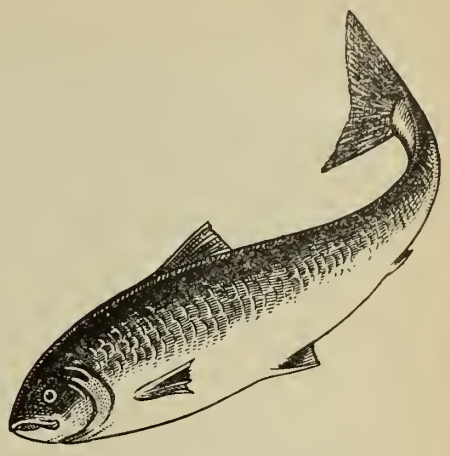
Get our Prices.



J. BOWMAN & CO.

Wholesale Fish 66 Jarvis St., Toronto

FISH!



We can supply you with every variety

FRESH
FROZEN
SMOKED
DRIED
SALTED
PICKLED

The Food Controller's efforts to limit the use of Meats in favor of the more general use of Fish is having a marked effect in every community. Meatless days, a riot of fast days, with Thrift and Economy clattering down the corridor of Time, means BUSINESS, PROFITS, DIVIDENDS, for the keen, aggressive retailer who couples his fish department with White & Co.'s service. To-day's action is to-morrow's profit. Act Now. If you are not now handling fish and oysters, this is your opportunity. Write for our terms and have everything on hand to supply your customers for the coming season. Fish can be handled much better from now on as the cooler weather approaches.

LONG ISLAND NATIVE OYSTERS

This Season we will handle exclusively the Oysters of H. C. Rowe & Co., New Haven, Conn., long noted for their **superior flavor** and **keeping qualities, certified as to purity,** grown on the best Northern beds. The name of H. C. Rowe & Co. on an oyster package has for nearly fifty years stood for QUALITY. Your trade will appreciate these Oysters.

Write for our weekly price list. It does not cost you anything and may make you many dollars.

Direct fish phone Main 6567.

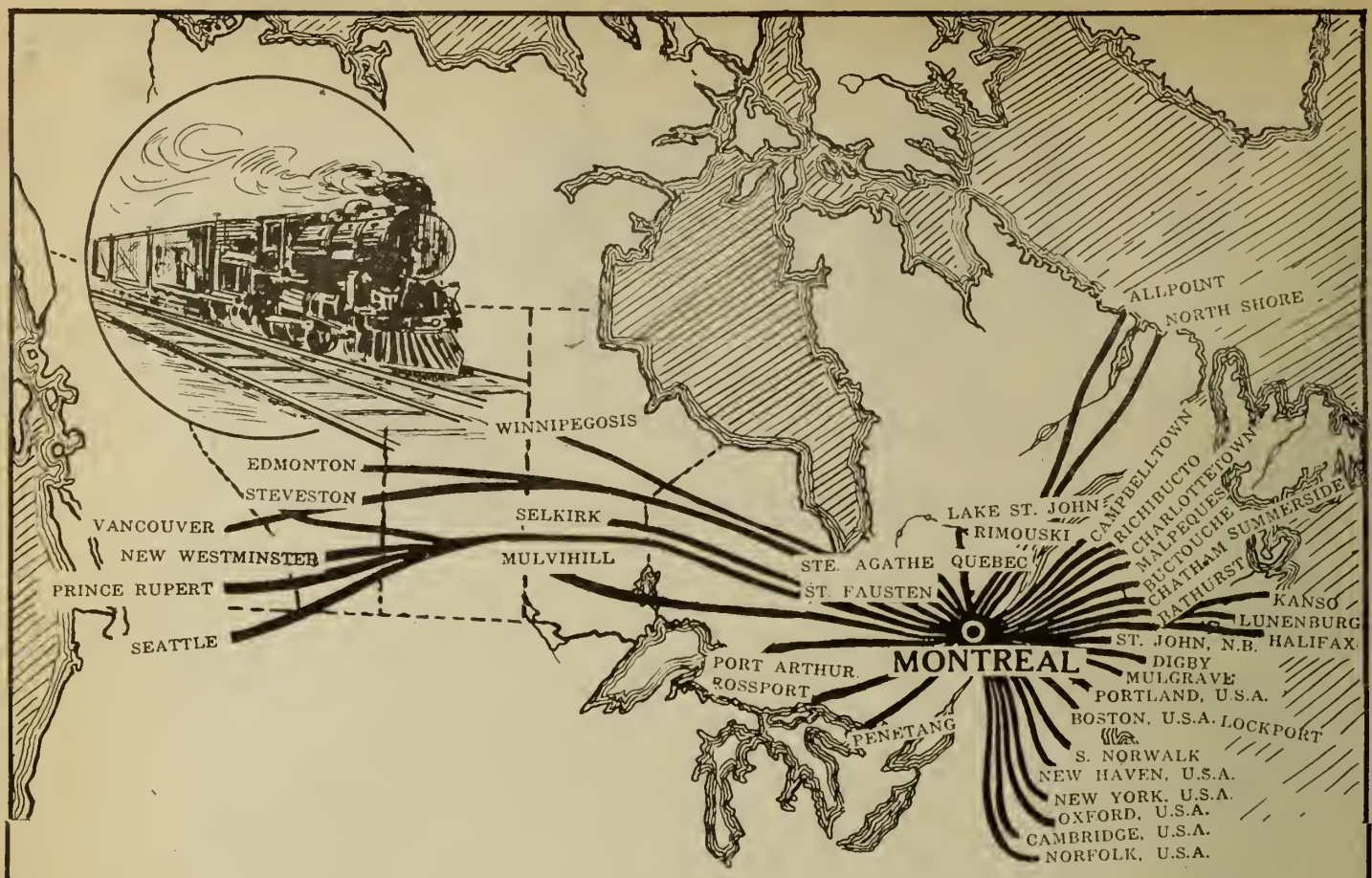
WHITE & COMPANY, Limited

Corner Church and Front Streets

TORONTO, ONTARIO

Branch at Hamilton

If any advertisement interests you, tear it out now and place with letters to be answered.



Our fish supplies are drawn from all the best Lake and Coast Points in North America

Across a continent, from the Atlantic to the Pacific, and from Edmonton, Alta., down to Oxford, Maryland, fish trains are constantly speeding bringing us the very best selected catches obtainable in that vast territory.

Ours is the old reliable fish supply house—you can always count on the quality of our stocks and our supplies are always sufficient.

Send us your next fish order and prove what quality fish can do for your profits.

D. HATTON COMPANY

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

EVERYBODY IS ASKING FOR FISH

The urgency of the need for the conservation of various other foodstuffs has turned the attention of the people to Fish in a more prominent way than in any previous period of business history. Canadians generally are delighted with the delicious and wholesome Sea Foods which they are able to buy ready for use and put up under the Brunswick Brand.

The reputation enjoyed by Connors Bros.' High-Class Sea Foods is the result of many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast—equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay) enables us to secure the very pick of the season's catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence—we have the goods and the reputation.

Give Your Customers Brunswick Brand

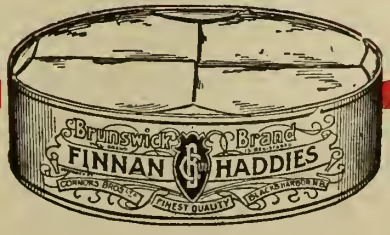
It is the Brand of "Unvarying Excellence." The grocer who features this line is giving best service to his customers and is building good business for himself.

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proven by the enormous and constantly growing demand which is a feature of BRUNSWICK BRAND Lines.

Make sure that you are well stocked with a full line of Brunswick Brand Sea Foods.

Connor Bros., Limited

BLACK'S HARBOR, N.B.



There may be imitations of the bottle and label,

but there is only one H.P. Sauce

It's the contents of the bottle that counts—that's the reason why the demand for H.P. is constantly increasing—there's nothing just like

H.P. SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.

FREE TRIAL OFFER

Write us to-day for FREE Bulletin

"Money in Waste Paper"

and details of our FREE TRIAL OFFER.

ALL STEEL CLIMAX FIREPROOF

Baling Presses

Made in 12 sizes.

Climax Baler Co.

Hamilton, Ont.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Show Malcolm Milk Products every day

You'll like the way they sell and the profits they produce.

Your customers will like the delicious good quality of these Canadian-made leaders.

If you're not already selling **Malcolm Milk Products** try them out to-day.

5-case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c per 100 pounds.

The Malcolm Condensing Co., LIMITED

ST. GEORGE, ONT.

The Only Canadian Condensed Milk Company

Stone Butter Crocks

Useful. Sanitary. Needed by every good housewife. Dandy for pickling or preserving. Sells rapidly and profits you well.

Note our prices and order a stock to-day :

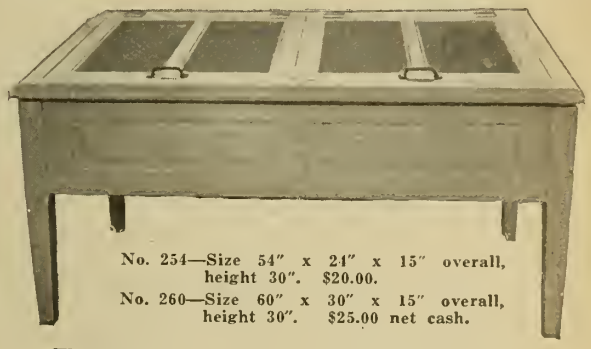
Half gallon to 6 gallons, inclusive, 12c per gal.; eight, ten and twelve gallons, 15c per gallon; fifteen and twenty gallons, 18c per gallon; twenty-five and thirty, 20c per gallon; thirty-five, forty and fifty gallons, 24c per gallon.

The Toronto Pottery Co.

LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

Everybody is buying fish



No. 254—Size 54" x 24" x 15" overall, height 30". $20.00.
No. 260—Size 60" x 30" x 15" overall, height 30". $25.00 net cash.

The meatless days' regulations have increased the demand for fish in every community.

Grocers should take full advantage of this extra business by stocking quality fish and showing it in an

Arctic Fish Display Dish

Our free descriptive folder will tell you all about this handsome case and show you the many advantages of fish-selling the Arctic way.

Order at once and save time.

Agents wanted in unrepresented territory.

JOHN HILLOCK & COMPANY

LIMITED

154 George Street Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

E. D. SMITH'S

These are all new, fresh packs processed and put up in the same superior way that has made "E.D.S." products the standard by which all are judged.

Read these over, check off your requirements, then get in touch with our nearest agent.

JAMS

Black Currant
Apricot Peach Plum
Greengage
Gooseberry Grape
Blueberry
Rasp. & Red Currant

JELLIES

Raspberry
Red Currant
Black Currant
Grape
Quince
Crab Apple

"E.D.S." sales are doubly profitable—they leave you a wide margin and make more satisfied customers.

Liked by all because

100% PURE

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

NEW CROP TEAS

Chinas Japans Ceylons Indians Javas

Just received into store and arriving during the present month.

☛ Make a selection from our large stock now.

☛ Prices will be higher, and some teas very limited in quantity within the next two months.

KEARNEY BROS., LIMITED

TEA Importers COFFEE

33 St. Peter Street Montreal

Head Office and Showroom:
27-31 Brock Ave., Toronto.
Phone Park 513.

Just another proof of Eureka Superiority

The EUREKA Odorless Fish Cabinet

A handsome store fixture that will help good grocers secure their proper portion of the present big fish demand.

The cold water which is retained below the ice absorbs every bit of odor and the thick insulated walls reduce the ice consumption to a minimum. Water may easily be drained off when necessary, without any direct drain connection or unsightly floor pan.

Every Eureka Odorless Fish Cabinet is supported on ball-bearing casters, so that it can easily be moved from place to place in the store.

Don't confound this superior fixture with the ordinary fish box. It is superior to anything of the kind on the market.

We would like to send you fuller particulars. Write us. No obligation whatever.

EUREKA REFRIGERATOR COMPANY, LIMITED

Brock Avenue, Noble treet, Earnbridge Street : : TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask us to send you this attractive Show Card

Your stock of Colman and Keen Products will keep moving briskly and regularly if you jog your customer's memory with this handsomely lithographed store hanger.

They know these products. Colman-Keen lines are known everywhere. A card like this will tap the big demand in your community.

May we send you one to-day?

Magor, Son and Co., Limited
191 St Paul Street, W., Montreal
30 Church St., Toronto

Niagara Grape Juice

RED and WHITE

Trade Prices

50c.	Size	Per	Case	(1 Doz. Qts.)	$4.00
25c.	"	"	"	(2 Doz. Pts.)	4.50
10c.	"	"	"	(6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors - NIAGARA FALLS

Established 1874

CANADIAN GROCER

Vol. XXXI. TORONTO, OCTOBER 12, 1917 No. 41

Enlarging Our Knowledge of Fish

Our Knowledge Limited to Two or Three Varieties, Forcing a Demand that Enhances Prices—Putting a Little Novelty in the Diet Makes for Larger Fish Sales.

SPEAKING of fish. Naturally suggests the question of just how many fish actually figure on the menu of the majority of people. When you figure it down to a fine point, probably the average housekeeper knows the names of about six varieties of fish, and probably of that number she would consider having about four of them on her table. Were it not for this practice, fish could undoubtedly be secured at cheaper figures. But that is the case. The housekeeper knows of one or two varieties of fish, and when someone urges her to order fish for dinner, she goes to her nearest fish dealer and demanded just this variety of fish, and is deaf to the suggestions of the fish man that she might use another variety. Probably all the other housewives using fish on that day do that same thing, and so the demand simmered down to four or five well known varieties, and as this entailed not only a heavy demand for these varieties, and a loss on the less favored species, the result was inevitable, higher prices.

Now there you see a place where the housekeeper is herself dirccly responsible for the increasing cost of living.

Producing Cheaper Fish by a Broader Knowledge

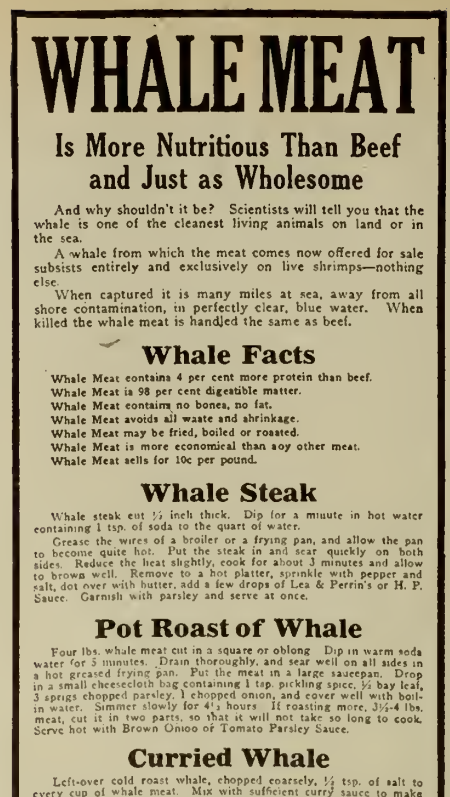
Some little time ago the Food Controller working in conjunction with the wholesale fish men started a campaign to produce cheaper fish. All he actually did was to arrange for special refrigerator cars, and set a price at which fish could bc sold. Did he sell the housekeeper's favorite varieties? He, emphatically, did not. The main variety of fish provided was a kind known as market cod. Nobody had heard of it before to any extent except the wholesale fish dealers, and they wouldn't have much to do with it, because it was not saleable. But when it started in life again as "Hanna's Fish" it met a most enthusiastic reception. It was sold at 10 cents a pound

The well arranged and inviting Fish Department of Almys, Ltd., Montreal.

which made it pretty cheap food in these days. It is to be hoped that this instance will be somewhat of a lesson. The newspapers were inclined to decry this Market Cod as a second grade fish, but the consensus of the opinion of the purchasing public has most decidedly given a verdict in its favor.

Putting a Little Novelty into the Diet

Probably, the housewife would find that the diet of fish would be more appreciated if she put a little more novelty into it. The good established varieties are well enough, but there are other good varieties that the average purchaser may never have heard of, so it is not well to be prejudiced by unfamiliar names or even the lack of prepossessing appearances. The domestic pig in his native mire is not a prepossessing animal to contemplate from the food standpoint, yet we have to be compelled by law to desist from our consumption of this same animal, and some of the fish that have the least pretentions to beauty are among the most nutritious and delightful foods. No one would have thought till a brief while ago of eating whale. It was considered all right for Arctic explorers, in the last extremity of hunger, provided of course they could get it, but nobody thought of it as food. But it has been placed on the market and is proving a very popular food, and is being pushed by many western merchants as is evidenced by the accompanying reproduction of newspaper advertisements. Shark hasn't been looked upon much as a food, until of late the American government rechristened one of the varieties Gravfish and reintroduced it to the market. Who would have thought of a Sword fish, except as the garnishing of some old sea captain's tales, but sword fish are being sold in all the markets of our larger cities, and



WHALE MEAT

Is More Nutritious Than Beef and Just as Wholesome

And why shouldn't it be? Scientists will tell you that the whale is one of the cleanest living animals on land or in the sea.

A whale from which the meat comes now offered for sale subsists entirely and exclusively on live shrimps—nothing else.

When captured it is many miles at sea, away from all shore contamination, in perfectly clear, blue water. When killed the whale meat is handled the same as beef.

Whale Facts

Whale Meat contains 4 per cent more protein than beef.
Whale Meat is 98 per cent digestible matter.
Whale Meat contains no bones, no fat.
Whale Meat avoids all waste and shrinkage.
Whale Meat may be fried, boiled or roasted.
Whale Meat is more economical than any other meat.
Whale Meat sells for 10c per pound.

Whale Steak

Whale steak cut ½ inch thick. Dip for a minute in hot water containing 1 tsp. of soda to the quart of water.

Grease the wires of a broiler or a frying pan, and allow the pan to become quite hot. Put the steak in and sear quickly on both sides. Reduce the heat slightly, cook for about 3 minutes and allow to brown well. Remove to a hot platter, sprinkle with pepper and salt, dot over with butter, add a few drops of Lea & Perrin's or H. P. Sauce. Garnish with parsley and serve at once.

Pot Roast of Whale

Four lbs. whale meat cut in a square or oblong. Dip in warm soda water for 5 minutes. Drain thoroughly, and sear well on all sides in a hot greased frying pan. Put the meat in a large saucepan. Drop in a small cheesecloth bag containing 1 tsp. pickling spice, ½ bay leaf, 3 sprigs chopped parsley, 1 chopped onion, and cover well with boiling water. Simmer slowly for 4½ hours. If roasting more, 3½-4 lbs. meat, cut it in two parts, so that it will not take so long to cook. Serve hot with Brown Onion or Tomato Parsley Sauce.

Curried Whale

Left-over cold roast whale, chopped coarsely, ½ tsp. of salt to every cup of whale meat. Mix with sufficient curry sauce to make moist, but not wet. Cook in a double boiler, stirring occasionally for 20 to 30 minutes. Serve hot on points of toast, and garnish with parsley.

Whale Meat Will Be for Sale During the Coming Week at the Following Markets:

10 Cents per Pound

P. Burns & Company, Pacific Market, Government Street.
P. Burns & Company, Island Market, Douglas Street.
Kirkham & Co., Fort and Government Streets
New England Market, Government Street.
L. Goodacre & Son, Government Street.
A. Curel, corner Boleskin and Saanich Roads.
Dominion Market, Oak Bay Junction.
Esquimalt Meat Market, A. M. Young.
Jewel Meat Market, Five Points.
James Bay Meat Market
Oak Bay Market, J. Pennel.
Royal Meat Market, 1784 Fort Street.

Ask for Booklet on How to Cook Whale Meat

An unusual yet effective method of making a market for a novel food—adopted by several merchants of Vancouver, B.C.

the demand is far in excess of the supply. You can't tell by its outward appearance what its food quality is. Therefore it is not wise to limit your purchases to the handsome varieties of fish alone. Some of the Canned Salmon that almost everyone delights in, would not be apt to be so much in favor judged by beauty alone, could the purchaser see it as it plowed its way up stream in the spawning season, with its great undershot jaw and humped back and many scars., Yet it remains among the king of fishes. You will not find any fish on the market that is not fit to eat if it is in good condition. The best test of a fresh fish is not its name but its freshness.

Look out for new fish! They are coming! Bowfin, grayfish, burbot, goosefish, shark, skate, sablefish, grouper

Here is another thing to be remembered, by all means eat fresh fish if you are near the source of fresh fish, but don't expect to buy at a low price fresh fish that have to be shipped by express for long distances on ice. Consume your locally-caught fishes and don't all use the same kinds. The cheapest is often as good as or better than the dear.

Moreover, there should be an increasing demand for salt fish. It has all the virtues of the fresh fish, and the bulk of its flavor if properly cooked.

Frozen Fish a Healthful Food

The prevailing ignorance concerning frozen fish is even greater than that concerning fresh fish. There is probably not one in ten thousand American housewives who would not refuse hard-frozen salmon at 15 cents a pound in favor of fresh-caught cod at 18 cents a pound. Yet most of them would doubtless consider salmon more or less of a delicacy.

Goods That Should Have Pre-eminence

Fish Should be an Outstanding Line With the Grocer — Proper Handling Important Advantage of Fluctuating Price

IN EVERY line of retail business there is at least one class of merchandise, the sale of which is more profitable than anything else in the store. In the department store business for instance, the most profitable departments are said to be the millinery and smallware departments.

With the large markets and grocery and provision stores, there is probably no department that is more profitable, considering the investment, than the fish department, which naturally consists of both fresh and salt fish.

Many moderate-sized grocery stores which also sell fresh meats have made a considerable success of fish departments, and their owners are more than enthusiastic over the profitableness of this department.

Haddock is sold at retail almost all the year round and at prices which are very reasonable indeed.

The price is naturally higher during the winter season than it is in summer, but even at its highest price haddock is one of the most economical and satisfactory of all hearty foods.

When haddock costs six cents a pound at wholesale the retailer has no difficulty in selling it at twelve cents. Even at 20 cents, an unheard-of figure for this excellent fish, haddock would be far cheaper than various cuts of fresh meat.

Proper Handling Important

The flavor of fish is quite dependent on how fresh it is, for the more it is iced and the longer it is kept, the more the flavor is lost.

Wholesale fish concerns maintain that fresh fish should never be kept by retailers more than one week. Numbers of retailers make a point of securing orders for fresh fish about Wednesday of each week, buy the fish Thursday and advertise it in a liberal way for Friday. In this way the bulk of the fish sold is exceedingly desirable, and fresh, and stores which follow this system soon find their fish department to be a large item.

Some of the wholesale fish dealers say that if retailers as a class were rather more apt to allow the prices to fluctuate according to the market selling them low when they are low, and high when they are high, there would be a greatly increased demand for fish. The low prices, at times, would, it is thought interest many new customers.

A surprisingly large number of people are very fond of fish once or more each week, and would buy it if

(Continued on page 27.)

Distributing "Government Fish"

Present Supply Inadequate—Wider Scope Planned Next Year With Government Control of International Fishing—Minimum Waste—Efficient Delivery Facilities—Replenishing Lakes.

THE combined effort of grocers, butchers and fish dealers on the one hand, and that of the Government officials on the other hand, are the main factors responsible for the success which has attended the distribution of Government fish in Ontario. In more detailed form, cheapness in price due to facilitated transportation and bulk handling, and the fact that the public are being educated by various methods to adopt a more thrifty menu, are the basic facts of the matter.

It was to encourage economy and to conserve certain vital food supplies of the nation that the plan for the Government distribution of fish was inaugurated. To some extent it was inspired by Food Controller Hanna though most of the credit goes to the Provincial Government officials who have brought success to the issue by careful study and by expert handling.

It was on September 26 of this year that the first shipment of Government fish arrived in Toronto, being a consignment of 18 boxes of one hundred fish each from Lake Nepigon. Since that time the story is one of rapid development in every phase. To-day shipments are received three times per week, and each shipment is figured in tons. There is no regular volume to the shipments as they are based on weather conditions affecting the catch.

Since the plan was inaugurated all the fish distributed by the Government in Ontario has been from the inland lakes. Lake Nepigon and Lake Nipissing are the chief sources of supply though arrangements are now being made to secure supplies from Lake Simcoe. Fishing is chiefly done with various styles of nets, and as an indication of the manner in which fishing is being developed, it is noteworthy that 50,000 yards of twine are about to be used in Lake Nipissing for nets.

Demand is Ten Times the Supply

The distribution of the fish is under the supervision of Mr. S. L. Squire, officially known as Distributor of Fish for the Ontario Government, who has supplied the information contained herewith. Mr. Squire receives orders for fish from retailers and distributes the supply available. With a demand ten times as great as the supply, it is quite evident that Mr. Squire has his difficulties. The only solution is to increase supplies and with the constant enlargement of the scope of the distribution, certain provision is being made which will greatly increase the supply of fish. In this connection the Government control of international fishing will be a big factor in solving the question of limited supplies. At the present time eighty per cent. of the fish caught in international waters goes out of Canada, and not being under the control of the Government it has been necessary so far to limit operations to inland waters. It is said that next year the Government will take action to secure control of international fishing and thus be in a position to supply the increasing demand for fish.

Distribution of Government fish is done through municipalities, which, if they do not wish to handle the fish themselves, name dealers in the local district who will handle the fish. The Government bills the municipalities, and the municipalities in turn bill the local dealers. In this manner the treasury of the municipality is responsible to the Government for payment, and the Government thus avoids much detail work in this connection.

Minimum Waste and Rapid Delivery

The fish are packed in 100-lb. boxes and so far have comprised trout, whitefish, pickerel and some sturgeon. There

THIS MAMMOTH TURTLE
Was Caught by JOHN J. HILL near LUNENBERG, N.S.
while Seining for Mackerel. WEIGHT, Approximately
1500 Lbs. AGE OVER 1000 YEARS LENGTH Overall 9' 5"
PLACE YOUR ORDER for A PIECE OF
THE LARGEST TURTLE EVER SEEN

A Striking Fish Display. Something of this kind is sure to get attention.

is a minimum of waste owing to the rapid packing and delivery in refrigerator cars from the point of catch. It is said delivery is made in 36 hours from time of catch until ready for table use. All dealers are unanimous in regard to the matter of quality, declaring that the Government fish is the best quality ever placed on the market.

Few municipalities have gone into the retailing of fish themselves, though this phase may develop later. In the case of London, Ont., which city uses large quantities of Government fish, the civic government has some interest in local cold storage plants and therefore may be said to have some hand in the actual selling of the fish, but so far Mr. Squire states the difficulty has been to get the fish and not to store it.

So far the trade handling Government fish has been of a general character. Grocers, butchers and fish dealers alike are all clamoring for fish. Owing to the fact that many of these dealers never handled fish before, some difficulty has been experienced, though matters are now being smoothed out admirably. Undoubtedly the Government is in the business to stay, and as matters develop it is stated that dealers will be asked to instal certain equipment in order to guarantee the best quality fish to the consuming public. This is a logical step and one which is particularly necessary in the warm weather. There is little doubt held but that the demand for Government fish will continue as strong as it is now, and therefore the handling of large quantities of fish in the hot summer weather will require certain facilities.

Retailer's Profit on Fish

Delivery to Toronto and Port Arthur from the inland lakes can be made for the same price, and allows of fish retailing at 12½c per pound. Outside these points the Government fish sells at 14c per pound. These fixed prices are based on cost, and allow the retailer outside Toronto and Port Arthur 3c per pound profit and the dealer in these centres 2½c profit per pound.

The enlargement of the fishing industry on the inland lakes is not designed to deplete the supplies of fish in these lakes, and in order to counteract any such possibility the Government is placing in the lakes fry equal to ten times the number of fish being taken from the lake. It is stated that the continuance of this action will guarantee more fish in the lakes in ten years than there are at the present time.

Benefit to Former Fish Dealers

It has been by no means the intention of the Government to run other fish dealers out by the new plan of distribution, and on the other hand it is contended that the Government is doing the fish dealers a great service in encouraging the public to an appreciation of fish as a regular food. Much of the campaigning work of the Government has been to create a liking for fish among the people of Ontario who heretofore have not been known as very extensive eaters of fish. It is contended that the present thrift campaign will so increase the popularity of fish that dealers later will derive a permanent benefit therefrom.

Some municipalities at first encountered some difficulty in getting local dealers to handle the fish. The Government control of fish was not regarded in a very serious light in the preliminary stages but as soon as dealers were convinced that business was meant, much of the difficulty disappeared. One district which after much encouragement induced a local dealer to handle Government fish is now one of the foremost Government fish centres in the province, and some former fish dealers who looked on the matter with disfavor at first are now enthusiastic over the scheme.

Mr. Squire states that Government control of the fish supply of the province guarantees highest quality and best prices to the consuming public, and with increasing supplies and demands, a much wider field is expected soon to be entered upon. The general tendency of the scheme will be to increase the general popularity of fish which will result in bigger business for the wholesaler and increased trade for all parties.

Too Much Uncertainty, Say Retailers

Very Doubtful Enthusiasm Regarding Government Fish the Rule — Constant Disappointments, and Consequent Loss of Business the Reason—Government Advertising Does Not Lay Sufficient Stress on the Matter of Whole Fish.

IN the previous article, there has been a discussion of the Ontario Government Fish project, in which. Mr. Squires outlines his side of the case, and paints a fairly bright picture of the project.

A CANADIAN GROCER representative, called upon several prominent fish dealers to get their side of the case, and found them, to say the least unenthusiastic.

Mr. Lewis, head of the fish department of R. Higgins and Son, Toronto, stated that their experience with government fish had been one long series of disappointments, and there was a sign "No Government Fish To-day" displayed prominently to bear out the statement. Time after time he stated they had been assured that the fish would be available, and on every occasion it had failed to arrive. It meant disappointment to customers and loss of business and general dissatisfaction.

That seemed to be pretty generally the feeling toward government fish. It was good fish, all admitted, none better, but the supply was hopelessly inadequate. Also the scheme had been enlarged. It was bad enough when Toronto was the only receiver, but infinitely worse since the government had undertaken to supply the rest of the Province. Fish had been sent to London where it sold at 11 cents and retailed at 14 cents, and Toronto was left practically fishless.

Advertising Somewhat Misleading

Another complaint that Mr. Lewis voiced, and that seemed also to be a pretty general feeling, was that, the Government's advertising hardly carried the right impression. They laid the stress on the fact that the fish was sold at 12½ cents a pound, but mainly omitted to mention that that was the whole fish sold for cash in the retailer's store. Not cleaned and not delivered. The burden of explaining this fact was laid entirely upon the retailer. It was moreover giving a somewhat wrong impression, because people had been accustomed to buy their fish dressed and delivered. The delivery cost money, and there was an actual wastage of 20 per cent. in weight in cleaning, to say nothing of the cost of the operation, so to compare the Government fish prices with those formerly in vogue, was Mr. Lewis thought, hardly a fair comparison, and yet this tendency was evidenced in all the government advertising. Mr. Lewis was also of the opinion that the move might ultimately end in higher prices. The wholesalers were considering he stated discontinuing the bringing forward of whitefish, because they could not compete with the government. The Government was paying the fishermen only 4¾ cents a pound, and was fishing in practically virgin waters, while the wholesalers were paying 9 cents a pound.

Other fishermen were asking as high as 13 cents for white fish, and this with the additional freight and icing charges, brought them to a figure where they could not be sold at less than 25 cents a pound.

Mr. Hanna's a Better System of Distribution

With regard to Mr. Hanna's first venture, Mr. Lewis stated that there was plenty of such fish to be had, because it was bought through the regular wholesale channels, but he called attention to the fact that the Market Cod and Haddock were now selling for 8½

Fresh Sea Fish

Tuesday morning. A letter just received says "we will ship you fish in refrigerator car to Toronto by fast express and from there to Chatham by night express, so they should arrive in perfect condition"

Under government supervision these express refrigerator cars are being run direct from the sea to Toronto. we have pay the express from Toronto here.

The fish we are getting are Cod and Haddock. These fish come to us whole, heads on but cleaned. we sell whole fish only, and the fish will weigh from three to eight pounds each. we will not have fish to cut into steaks until cooler weather is sure.

We are not sure what price will be charged for the fish, but think we can sell them

At 11c A pound

Whole fish only.

H. MALCOLMSON

FRESH FISH—SAVES FOOD BILLS

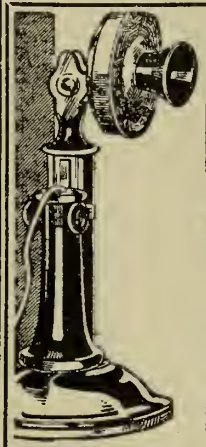
You will find it much more enjoyable. You may have many more varieties of dishes with Fresh Fish and at no greater cost than for a few.

FRESH-CAUGHT MACKEREL, nothing could be nicer then a broiled Mackerel—FRESH HERRINGS—PORTLAND HADDOCK—HALIBUT SCALLOPS—OYSTERS ON THE HALF-SHELL—DORE—WHITEFISH—FRESH LIVE AND BOILED LOBSTERS—FRESH SELECT BULK OYSTERS, just the thing for Oyster Stew these days.

Four Phones, Up. 2724—903—904—905

HENRY GATEHOUSE & SON

350 DORCHESTER STREET WEST, MONTREAL.



TOMORROW-MEATLESS DAY

TELEPHONE YOUR ORDERS

FISH-OYSTERS

JUST ARRIVED—Fresh Atlantic Oysters, the first of the season. Fresh-caught Lake Superior Trout, Finnan Haddie, Bloaters and Smelts. Order early—we will deliver for mid-day dinners.

Phones S. 472 S. 2492 — **EXCEL** — 229 231 233 Simpson

J. HEALD, Prop.

FRIDAY IS A BEEFLESS DAY

Be patriotic and replace beef and bacon by Fish. Have your name added to our standing fish order list for Fish every Tuesday and Friday. You'll find it is good for digestion and good for your pocketbook.

FRESH-CAUGHT DORE, MACKEREL, GASPE SALMON, HALIBUT, WHITEFISH, LOBSTERS, Live and Boiled; PORTLAND HADDOCK, NEW YORK SOLES, WEAKFISH, sweet and good.

TRY POULTRY FOR THE SUNDAY DINNER instead of meat.

We have all varieties, also fresh, Green Corn, Cauliflowers, Green Peas, Celery, Boston Lettuce, New Beets, Green Beans. Strictly New Laid Eggs.

Four Phones: Up. 2724—903—904—905.

HENRY GATEHOUSE & SON

350 Dorchester Street West - - Montreal

Some interesting and effective fish advertisements gathered from different parts of the country.

COATES FOOD MARKETS

YOU SAVE MONEY

On All Pure Foods

When purchasing your table supplies at our 12 Markets.

"CASH and CARRY"

TUESDAY

Fresh Whitefish, lb.	13c
Smoked Goldeyes, pair	15c
Tender Shoulder Steak, lb.	18c
Beef Shank Bones, for Soup, lb.	3c
Boneless Lean Beef, lb.	18c
Fancy Rib Boiling Beef, lb.	15c
Flat Rib Roasting Beef, lb.	16c
Boneless Pot Roast Beef, lb.	20c
Rolled Rib Roast Beef, lb.	25c
Fancy Veal Chops, lb.	23c
1917 Shoulder Lamb Chops, lb.	29c
Breast of Veal, lb.	18c
Fancy Loin Pork Chops, lb.	33c
Sugar-cured Hams, 10-lb. average, per lb.	29c
Sweet Clover Pure Lard, 1-lb. brick	35c
Reliance Shortening, 1-lb. brick	28c
Campbell's Soups, assorted, 1 doz. cans	$1.85
Old Dutch Cleanser, 3 cans	23c
Kellog's Corn Flakes dozen packages	$1.10
Choice Tomatoes, solid pack, large size, dozen cans	$2.35
20-lb. Sack Pure Cane Gran. Sugar	$2.00

BAKE YOUR OWN BREAD

It pays to use ROBIN HOOD FLOUR

98-lb. Sack $5.90 49-lb Sack $3.00

24-lb. Sack $1.55

The Originators of the "CASH AND CARRY" System.

cents instead of the original 7 cents. Mr. Hanna's idea had been tested and found practically impossible. People would not buy the fish uncleaned, so that it had become the practice to clean the fish and sell at 12 cents, and the Food Controller had practically admitted his powerlessness to change the situation. They were glad to co-operate with the Government Mr. Lewis claimed. If it had been practicable to buy the fish at 7 cents and sell at 11 cents according to the original stipulation they would have been delighted. The cleaning and handling of the fish cost money and there was more money to be made on the basis of the Food Controller's system than under the old system, but the public would have nothing to do with it after the first interest had worn out. They wanted their fish cleaned and delivered. It was also interesting to note, that other fish Halibut especially had advanced to very much higher figures since this move was tried. It was meant to benefit the poor people, but the poor people benefited little, for one thing, according to the government's own published literature, both Market Cod and Haddock, were higher in their content of waste and water, than any other fish, and consequently were not really so cheap a food.

Charge of Cleaning and Delivery

G. Marshall of the F. Simpson Co., Toronto, was about of the same opinion. They had some of the Government fish, when called upon, and were selling it at 12½ cents. They charged five cents for cleaning and five cents for delivery per fish. On the sea fish, where there was a slightly higher profit, they delivered the fish free. The Ontario Government fish was good but of uncertain and inadequate supply. You never knew whether you were going to get it or not, and so always had to provide against the possibility of not getting it. As a result the supply was of very little service.

The sea fish, while good in quality was not as fresh and bright, as the stock that they had been accustomed to receive, probably because, the Government fish came from the deep sea fishing grounds and were probably a couple of days on the fishing boats before shipment while their supply came from shore water and was shipped more promptly.

Thinks Peddlers the Right Medium of Distribution

Mr. Greenway of Barrons, Toronto, was of the opinion that the scheme hardly served its purpose. It did not provide cheap fish for the poor because the poor were mainly unable to get it. There were comparatively few fish stores in Toronto, and people who came long distances to buy the fish were often disappointed because of the inadequate, and uncertain supply. He instanced the fact that they had a large order booked for that day, and had been promised the fish, but though they had sent their own

(Continued on page 27.)

Changing Conditions: Fish on the Menu

How Fish Figures on the Balanced Menu — Elasticity of Supply a Factor — Saving More Necessary Foods.

IN the good old days when Canada was young, and when the bulk of her population gathered around her lakes or rivers or ocean shores, why fish was the standard food, and formed the bulk of the food of the bulk of the people. In summer fish was plentiful, and they revelled in it. In winter if there was need of a change, they ate salt fish instead. Matters have changed a good deal since those days, the population has not clung so tenaciously to the water's edge and consequently the fish eating habit in a measure petered out. Other things were as easy to get as fish, and by degrees the menu became more complicated.

Now however we are face to face with changing conditions, not only have the staples of food that we have learned to lean on, meats and bread and canned goods, climbed to unheard of levels, but the law has begun to step in and say you must not eat this and you must not touch that, except at certain specified times. Added to this there has come the cry of patriotism, to conserve these essentials that they may help in winning the war. Therefore the grim force of circumstances is unerringly driving us back to the early food of the country, to a diet of wholesome fish.

Born to a Heritage of Fish

This is only as it should be. That dwellers in the greatest fishing country in the world should not be fish eaters is an absurdity, yet this has been largely the case. We have not been a fish eating race, yet fish are obtained in quantities only limited by the demand, and at prices that are within the reach of all. It would seem therefore, that there is no way of evading the cold logic, that at this crisis in our country's economic life that fish as a food should be brought strongly to the fore.

Widespread discussion of food prices have brought to the fore the balanced meal. People nowadays are buying foods which give maximum energy at minimum cost. But the planning of a meal is not so easy a matter as it was before war prices had been tagged on to the already high cost of living. So people are being educated to differentiate as between food materials.

In the scientific classification, fish is an excellent food. There are other foods which show a slightly higher value than fish, but they are not nearly in such variety. It is possible to-day to use fish as a part of every dinner and supper during the entire year and still not repeat the same variety more than once a month. And during the seasons, especially in spring, summer and fall, the fish portion of meals may be varied from day to day between fresh water and salt water fish freshly received in the market.

"There is also a common belief that fish does not furnish us with as much high-grade food material as meat. Analyses of meat and fish, however, show an encouraging similarity in protein content, as may be seen from the following figures:

Protein Content of Meat

Kind of Meat	P.C. Protein
Beef, loin, medium	17.9
Beef, rib	17.0
Beef, round, medium	19.7
Leg of mutton	17.9
Neck of mutton	16.4
Loin pork chops	16.1
Ham	14.8

Protein Content of Fish

Kind of Fish	P.C. Protein
Bass, black	20.0
Bluefish	18.8
Cod steaks	18.1
Flounder, whole	13.8
Haddock	16.7
Halibut steak	18.0
Lake trout	17.3
Mackerel	18.1
Weakfish	17.3
Whitefish, whole	22.2

In case these figures should not convey the meaning, the same idea might be stated in this way. Analysis shows that fish meat contains as much body building food as beefsteak, is as readily digestible as other meats, and you could replace all other meat with fish every day in the year without ill effects.

Added to this argument there is this other forceful suggestion, for these serious times. Fish is the only department in the food catalogue, where the supply to the present has exceeded the demand. Fortunately this condition is beginning to be remedied, but fortunately also the industry is being enlarged to keep pace with the growing demand. It is the only source of actual food that can be enlarged to meet the requirements without long months of preparation. Therefore surely it is evident that this food has a particular claim upon us just at this time. Friday shouldn't be the only fish day but every day. And just here it might be mentioned that this tendency to tie up the eating of fish to one particular day a week has been a great hardship to the fishing industry, and has been a decided clog on the business. It is easy for any business man to understand how this can be. Consider how it would be if two thirds of your business were done on one day, and then consider the added difficulties if you were doing business in an extremely perishable line of goods. It has been the greatest hindrance to the development of the business. Now however this old idea is being swept away. Fish has become a food for every day and not for one day only, with this broader idea, fostered by government and patriotic agencies, fish as a food is bound to take an increasingly important part in feeding the nation. That is where the grocer should come in. He is one of the most important in the machinery of distribution.

Keep Water Away from Oysters

Water is Destructive of Quality, and Consequently of Sales— An Illegal Method of Reducing Prices That is All Too Common.

WITH the opening of the oyster season, there come the usual reports of price cutting. This year the temptation is more pronounced than ever, but the grocer who adopts the usual method of making a cut price profitable is his own worst enemy.

Watering oysters, an old abuse that has been hallowed by tradition till in the minds of some dealers it has become almost justifiable, is the surest way of killing the advantage that may be gained from a trade in oysters. Yet time after time reports are received of this or that grocer selling at a ridiculously cut price, that can only be accounted for by the probability that he has watered his supply.

This is a short-sighted policy. It is true that good oysters this year are selling somewhere around 60 cents a quart. That's a big price, and watered oysters can possibly be sold at 50 cents. But that is also a big price, bigger than has been known for many years. The person who will pay 50 cents for oysters will probably pay 60 cents. They will certainly realize the difference once they have purchased. A watered oyster is tasteless, flabby and easily decays. They are not likely to induce customers to come again, and the probability of loss from spoilage is materially increased for the merchant and certainly offsets any possibility of profit this not too scrupulous method.

A full flavored oyster is one of the best and most delicious of foods, an oyster with the flavor destroyed by water is a rather noxious thing. Is it likely that the customer will not know the difference?

Probably she will not know the reason, but she will realize the effect, and will jump to the conclusion that oysters are not good this year. There you have a potentially regular customer turned away.

From a mere matter of expediency it is a mistake. From the standpoint of morals, of course, it is wrong, and beneath the dignity of any established merchant. Incidentally it is against the law, and might readily bring the grocer into very unenviable notoriety.

This year more than ever it is imperative that the merchant gets the very best there is in the oyster. At the present prices they can only be sold to a fairly discriminating trade. The success of the business depends on the quality of the goods. Keep the quality up and get the necessary price.

Keep water away from oysters. Don't mix ice with them with the mistaken idea of keeping them fresh. Keep the ice outside the can, but keep the oysters well packed. By so doing they will remain in good condition for at least a week and will give the thorough satisfaction that means more business.

TOO MUCH UNCERTAINTY

(Continued from page 25.)

truck to get it, they had been unable to secure a supply. Mr. Greenway's contention, is that if the poor are to be benefited, that the peddler is the natural handler for these fish. Then they could actually be delivered without any extra charge, but under present conditions, there was no great saving being effected.

Should the Government be able to increase the supply to meet the demand, the situation might be different, but as that would probably mean the crowding out of the wholesaler, and the substitution of some other agency equally costly, there was little to be gained in the end.

That appeared to be the general feeling among merchants visited. That a good deal of disturbance had been occasioned and little good achieved. There was a general feeling of willingness to co-operate in any movement to lower prices, but experience had not taught them that the government scheme was the right way to achieve this end.

SPANISH OLIVE OIL EMBARGO SERIOUS

The embargo on exports of olive oil by the Spanish Government is regarded as serious. According to New York reports, dealers there predict that by the end of the year Spanish olive oil will have reached a price in the neighborhood of $2.50 per gallon. One dealer declares that the market for olive oil is in the worst shape it has ever been in. "It is my opinion that unless conditions are relieved, dealers and consumers will be forced to abandon olive oil and use edible oil. I can see no relief in sight for the industry and conditions seem to be approaching a crisis."

Losing a Million Stems a Month

A Million Bunches of Bananas Wasted Monthly Because Transportation is Insufficient—The Reason For High Prices—Merchants Should Explain the Situation.

EVERY grocer knows that bananas have increased in price remarkably during the past year, though they may still be considered among the cheapest foods that people can eat. People not unnaturally are more or less incensed at any further increases in prices, and are in many instances prone to look upon such increases as a systematic effort to rob them. It is the merchant's place to give a correct viewpoint. To acquaint himself with the reason for these increases, and where they are justifiable, to justify them to the customer. So he maintains a good spirit toward the product and so he retains a good business for himself.

As many people know, the banana business is largely in the hands of a Trust. The United Fruit Company despite its control of a large part of the banana business, has chosen to develop business on a basis of low prices, and to depend on the enormous turnover for profit. So it is that even now, bananas from the tropics can be bought cheaper in the streets of our cities than apples from a few short miles away. This Trust has been a beneficient agency, in opening up the bulk of the tropical lands bordering on the Gulf of Mexico. They have developed great plantations, for the production of this great item of trade, and a great fleet to carry the products of these plantations to the northern market.

Now the war steps in, labor increases, freights increase, insurance becomes enormously heavier. The exigencies of a great nation going to war have compelled the United States Government, to requisition two of the three largest steamers of the United Fruit Company's fleet.

What is the result? The result is that every month, the gap in the transportation service left by this withdrawal, is evidenced by 5,000 tons of bananas left to waste at the point of production because there is no means of transportation. A million stems monthly, is the falling off in banana importations, owing to the curtailment of a service already drawn fine by war conditions. When you figure this enormous decline and remember that every other company in the business of banana transportation is in somewhat the same position it is obvious that prices must be higher because of the abnormal shortage in supply.

Added to this Jamaica has once again been swept by a hurricane such as visited it a few years ago. At that time the banana plantations were practically swept clean, and were only beginning to bear again this season. Just how severe the damage may be is hardly known as yet, but any damage will be sufficient to still further complicate the situation. The grocer should bear these things in mind. Too many grocers are apt when their customers make some unfounded charge of profiteering against some manufacturer or industry, to remain silent or to side with them. This is a short sighted policy, it will eventually turn to the disadvantage of the retailer. Therefore the retailer should be posted on actual conditions, and should be the first to correct any misapprehension. The confidence of the public is one of the best assets any merchant can have and to undermine it anywhere from the source of production to the ultimate consumer is bad business.

GOODS THAT SHOULD HAVE PREEMINENCE

(Continued from page 22.)

their attention was called to the subject. If it is true, as it is claimed that the per capita consumption of fish in this country is only one-fourth that of some other countries, notably England, it is apparent that a suitably organized campaign to boost the sale of fresh fish would be tremendously productive of results.

The mere suggestion by retailers that they have nice fresh fish is very effective, while a display of fish on ice under glass never fails to attract attention.

If anything like as much attention were paid to educating the American housewives in the proper preparation of fish as is devoted to showing them how they can use baking powder, the demand would doubtless be enormously increased.

HOW A YANKEE GROCER GOT THE PUBLIC INTERESTED

In the store window of a grocery a novelty was arranged to corral the gaze of passers-by. Conspicuously displayed were three "small necked bottles" each containing a "real egg." A small sign stood by with these words: "To the first person who will bring us a real egg arranged in a bottle as the specimen displayed we will give a dozen free eggs." The stunt is accomplished by soaking a fresh egg for three days in strong vinegar. The acid in the vinegar will eat all the lime from the egg shell and render it soft so that it can with care be pressed into a pretty small bottle. After the egg is pushed into the bottle it should be filled with lime water. This will cause the egg to harden again as the shell absorbs the lime. It is a curious spectacle to see a real hen's egg in a bottle with a small narrow neck.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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EDITORIAL BRIEFS

BRITISH COLUMBIA, will profit by the lifting of the Australian embargo against apples. There will be some 10,000 boxes admitted. It is a comparatively small item, but it will help.

* * *

IN AUSTRALIA, the domestic wheat price is set at $1.16 a bushel. Australia has therefore withdrawn the restrictions against the importation of wheat and wheat flour. This isn't likely to cause much of a furore in this country where wheat is set at $2.21.

* * *

THE United States is lining up the Grocery travelers to help preach the Gospel of Conservation. That looks like tackling the problem from the right angle. The travelers' word is waited for and depended on in most of the buying circles of the country.

* * *

THE humble Bean, long the poor man's friend shows a tendency to become aristocratic. Quite pronounced advances have been noted this week, and the crop report from many sections of the country, is anything but cheerful. It seems likely that Beans will reach a new high level this winter.

* * *

LONDON, Ontario, is opening a Municipal fish store to provide for the distribution of Ontario Government fish. There ought to be enough stores in London to attend to the handling of the supply. This is just one of the dangers of such a scheme, good and all as it may be in intention, a tendency to elaborate the machinery, where adequate machinery already exists.

DR. CREELMAN of the Agricultural College, in a recent address in Amherstburg, made the statement that the consumption of grape juice had trebled since the passing of the Ontario Temperance Act. It is an evidence that money is being more wisely spent than in the past, and a hint too, to the grocery trade that here is a profitable and growing line to feature, a hint also that what is true of one line of beverages is likely to be true of all temperance drinks.

* * *

THE most recent reports indicate that the Nova Scotia apple crop will be the equal of last year's crop when a total of approximately 680,000 barrels were produced. Some 400,000 barrels of these, however, were exported mainly to Britain. This immense market has been cut off, so there remains this extra quantity to be marketed. In the natural course of events it would seem that apples should be less expensive.

* * *

THE demand for the removal of the ban against Margarine is growing almost daily. The latest addition to the ranks of the supporters of this agitation, is the Windsor Chamber of Commerce. At a recent banquet of this body George S. Nairn, a grocer, strongly urged the need of some such measure, on the ground that butter had reached such a figure that it was utterly beyond the reach of the poorer classes. If there is one sound plea why this healthful product should not be permitted in these days of stress it should be brought forward. If there is not then in simple justice to the poor this embargo should be removed.

* * *

THE Grocers of Chicago have endorsed a set of rules as a guidance for the members of the trade in these trying times. These provide for the establishement of two sets of prices—one to be paid for goods for which cash is paid and goods carried home, the other for goods bought on credit and delivered.

The elimination of premiums, trading stamps and trade boosters.

The discontinuance of forcing sales of any commodity by fixing a low price with the provision that a quantity of other goods must be bought to obtain the bargain rate—as of sugar.

Placing reasonable limits on quantities which may be purchased by a consumer to prevent hoarding.

These are all wise ideas and ideas that the Canadian trade might well consider.

AN INSIGNIFICANT ECONOMY

MAURICE LONG, who despite the English sound to his name, is a Frenchman and the new Minister of Provisions in France, has announced that in two weeks' time the two weekly meatless days will be discontinued, on the ground that they represent an insignificant economy.

It is just a question whether there is much being

gained by these restrictions anywhere. With food prices at their present height, it is questionable if there is any large proportion of the community, who are eating largely in excess of their actual needs. If this is so, then the curtailment in one line must of necessity be balanced by an increased consumption in some other. That much at least experience has taught us. Possibly it may yet be proved that the whole campaign results in but an insignificant economy. A wisely judged campaign of conservation is likely to be more productive of actual economy than any campaign of prohibitions.

THE GROWING TASTE FOR FISH.

IT appears that there is a growing tendency to eat fish. Of course this is not greatly to be wondered at, people have been forced away from other things by prices that they were unable to meet for one thing, and for another fish has received so much attention of late that it has become about the best advertised food commodity that there is. This has all had its effect, and a very decided effect. People are eating more fish. Important as this matter of the change in menu appears at present, it is equally important for the future. The public having developed a taste for fish are more than likely to stick by that taste, and it is a pretty safe guess that fish and kindred foods will form an ever-increasing part of the diet of Canadians. This is certainly as it should be. Probably Canada's greatest source of wealth lies in her fisheries, but as a people we have done comparatively little to make this great asset an actual fact. We have not of recent years been a fish-eating people, and the large bulk of Canadian fish has had to find a market elsewhere. This has, of course, had its effect in keeping prices up to a high level, a result that is certain when any lines of food are more or less neglected. Fortunately, the tide has turned, and a better state of things is to be anticipated, and the grocer who prepares to add a fish department to his store, is merely keeping wisely abreast of the spirit of the times.

SETTING A PRICE ON POTATOES

MR. HANNA'S suggestion that $1.25 per bag is a reasonable price for potatoes is meeting with a great clamor from the farming community generally. From several different districts there has come the threat that if a better price is not forthcoming then the potatoes will be allowed to rot in the ground.

Such talk in times like these is little short of criminal. What is the profit of all this great campaign to increase production, if the increased production is to be merely waste. If the retailer and wholesaler and manufacturer are to be dictated to in the matter of price, why should the farmer be exempt from similar action. Unfortunately there has grown up a feeling that the farmer is the fountain head of everything. In a measure he is, as are all actual producers. But the value of his product is dependent entirely upon his ability to distribute it. The handlers are as much a factor in determining values as is the producer, therefore he is not deserving of any extraordinary favors. In the past the farmer has been satisfied with about half the price noted above, and such a price is no great hardship now.

Of course the Food Controller has made it abundantly plain that the idea of conservation and increased production have not been conceived with any direct intention of lowering prices but of providing more food for the allied countries in the war. This is a laudable object, but Canada is also of the nations engaged in this war, and if Canada is to save wheat and bacon and cheese and other necessities, then some other food, that must of necessity be a cheap food must be provided. There are plenty of potatoes in the country this year and they should be cheap, and $1.25 does not appear to be a starvation figure for the farmer.

THE INDEPENDENT GROCERY COMPANY

DURING the past few weeks we have received from all parts of the country, some literature sent out by the Independent Grocery Company of Windsor, one of those so-called Co-Operative Buying Schemes, that promise so much and give nothing. Some little time ago we drew attention to this company in this paper, and outlined the methods that such companies adopt.

Renewed and enlarged activity has been noted of late, and the dodgers urging the public generally, "Not to be a wage slave," are being spread broadcast.

The system adopted by these companies is, of course, as old as Adam, merely playing upon the credulity of the public, who are always quick to seize upon any scheme that seems to suggest lower prices. With a few well-known brands as leaders, and sold considerably below even the manufacturer's price, these companies foster the idea that all their goods are sold at an equally low figure. The enormous buying capacity which they give as the reason for their ability to sell at these figures is merely a myth. The well-known brand of goods that is bought at less than the usual price is compensated for by the commodity of no name and no established quality that is sold at considerably above its intrinsic value. The bargains cannot be bought separately. Always some of these unnamed goods must be part of the order. The established grocer should be able to prove this to his customer in case of necessity without difficulty. Let him merely suggest that the customer order the goods of known brand and quality only. Let the grocer try that experiment for himself. We are confident that the order will not be filled.

Operating the Credit System

Details of How Accounts Are Opened and the Subsequent Care Thereof.

By Henry Johnson, Jr.

WHEN a customer applied to me for credit I always used the formula: "Yes, indeed; we are always glad to get all the good accounts we can." My emphasis was just a trifle on the "good," for I wanted to send home the thought that we proposed to have accounts good or we would not take them. This was the beginning of forestalling trouble.

Next I said something like this: "I am sure you are one of those people who pay their bills and you have local references—or are you from out of town?" References usually were forthcoming, either local or out of town. If local, I would take her first order at once. If out of town, I said that some time must elapse before we could follow the customary investigation; and meantime we could sell her for cash. If she had local references, I took her opening order at once, saying that no doubt the record would be OK.

Watch Your Step!

Right here is where many of us fall down. The lady is pleasant perhaps of attractive personality, and we do so want to please her. If she asks to have the first order hurried out, or if she wants to take part of it with her, how are we to refuse? Well, think of brother Palmer, president of your bank, and imagine yourself taking away any of his money before he had your note in due form properly vouched for. Diplomacy and tact enter these things; and most of us know a little about them. We shall manage to evade this situation if possible. But if it comes to a definite show-down with this nice woman, we shall just have to look her in the eyes, with a plainly "glassy" expression in our own, and say: "No, madam; we must look into your account first. If OK we shall send the goods this afternoon."

And note this: **If she won't "stand for" that, we do not want her account under any conditions.** This is where we watch our step—or slip and fall into loss more or less serious.

Following Out the Rules

The customer would no sooner leave than I'd ring up the bureau, give name and address with careful precision, and ask for record. If the report was favorable, the first order would go promptly; but the bureau would be instructed to investigate the account fully just the same.

If no record were on file, I made every effort to get some information elsewhere, setting the bureau to work too. The idea naturally was to get the first order out in time. If the account should prove to be of the right kind, we wanted not to lose it. But nevertheless, no goods moved at all until some satisfactory knowledge of that customer was at hand.

Now observe what follows, for I consider it one of the corner stones of the success of my system:

If reports were not satisfactory, the order was cancelled and no further attention given the matter. This because I specially wanted to have all unreliable customers know that we not only could not be monkeyed with but that we resented any such application for credit. More than once I have had the customer ring up at 5.30 p.m. and ask where those goods were. I would say: "Why, bless your heart, they are in this store—where they will stay until you can establish some sort of proper credit." Or I'd just say—depending on the circumstances: "We did not send the order because we could not get a good report on you;" or, more seldom: "The order is not sent because we find that you do not pay your bills."

I wanted the fact to be widely advertised that, while we wanted good accounts and such were always welcomed, we had no time to waste on doubtful ones and were not complimented by such applications.

Eternal Watchfulness

Watchful care was the basis of the system. The opening of an account was but the beginning of another task of real work. I kept careful track of all accounts by going over them frequently. I regarded this as of such importance that though I had good bookkeepers and effective collectors, I never delegated this carefulness part of it to anybody. I have always regarded accounts as an investment, same as stock, equipment and fixtures. Properly handled, I felt it would yield as good a return as any other; but to do that it must be handled with care and skill.

It is useless to try to give full details of how those accounts were handled individually. All I can do is hint here and there and hope the hints may help you.

For instance, one rule which was plainly stated to every applicant for credit was that accounts were to be paid in full promptly after the 1st of each month. We regarded payment up to the tenth of the next month as prompt. We side-stepped suggestions of weekly or semi-monthly bills because customers whose accounts are worth having are OK for a monthly bill: and those whose accounts are risky after a week or two are too unreliable for a busy man to bother with. Then, too, the uniform 30-day limit enabled us to treat all on the same basis of rendering and collecting.

Do I pretend that the 30-day limit always was lived up to? By no means. There are flexibilities everywhere—must be in any human agency. Some accounts ran three and four months, then were paid in full. Some paid up every sixty days. Two or three paid every month but always one month in arrears.

Rich Tend to be Slow Pay

Right here occurs a useful thought: that the rich, while responsible often are a severe drag on a merchant because they are apt to be slow pay. My three and four months accounts were those of people absolutely good, with plenty of tangible stuff on which to levy if need were; and they paid good prices for high grade merchandise. Hence, to the merchant with capital enough, these are ideal customers. To me they always were a comfort, for their accounts were like an extra bank account. I knew that I could go to them any day and get paid in full. But the merchant whose resources are limited must beware of the rich customer.

Altogether my 30-day rule was so closely observed that fully 85% of the total investment in book accounts was turned every thirty days.

In the course of business, I often talked about retail accounts and their convertible value with bankers, jobbers and others in position to pass an intelligent opinion. The general impression was that the average run of accounts would not clean up over 80% and that 60% probably would be nearer the mark realized.

But when I closed out my business I had $8,000 outstanding. Four months afterwards there was $1,000 yet unpaid, showing 87½% collected. In another six months there was $360 uncollected—and I think that must be considered lost. This shows 95.40% collected, and I believe this is almost a unique record. In any event, I have never seen any record of anything as good. Maybe, therefore, I may have a fair excuse to feel that I know something about retail credits in the grocery business.

I Believe in the Credit Business

With this record behind me, it is natural, perhaps, that I should be an advocate of retail credits. I am satisfied that, except in certain special locations and circumstances, credit is better, more stable, more profitable than cash.

Its proper operation depends on the man. He must have character, determination and the capacity to reason logically and stick to his conclusions. He must have courage and determination. He must not be easily swerved from his purpose.

But if you think that it is easier to run a cash business, maybe you will stop to consider the determination and character necessary to conduct such a business successfully.

Neither way is "easy." Business which is easy is not much value to anybody. I do not know how anybody can help another in this decision better than by stating his own experience as I have done, and then leaving the inquirer to work out his own plans.

I'll say a closing word next week.

Selling Value of Window Displays

Show Windows Index of Store Contents — Poor Displays Counteract Other Advertising and Slovenly Windows Point to Shiftless Management—No Place For "Freak" Combinations.

THERE has been much said upon the subject of show windows and much space in trade journals has been devoted to the subject of impressing upon the modern retail merchant the necessity of keeping his windows clean and full of goods with the prices on them, but there are yet many merchants who do not realize to the fullest extent that it pays to use their windows, just as there are a certain number who do not believe that advertising pays. For the principle nothing can be said, as it is too well established, but for the merchant who hesitates to apply the principle, it can only be said that his front door will seldom be battered by the hammering of fortune.

The show window furnishes the means by which a store looks out upon the world, and just as human features are the truest indication of the mind and soul behind them, so is the window of a mercantile establishment the best index of the character of the organization behind it. A slovenly window points to a shiftless store as certainly as unkempt features reveal an indolent mind. The most energetic sales force on earth would have difficulty in overcoming the handicap placed upon a store by a sloppy display window, and when it is accompanied by only ordinary selling efforts the result is really "trade-suicide." Prospective customers judge a store by the appearance of its windows. If they are inviting, trade will profit thereby, but if they have a repulsive appearance the effect upon the buying public is about as appealing as the "gentle" persuasion of a low-browed bully with a club.

Poor Windows Counteract Other Advertising

An applicant for a position clothes himself in his Sunday best and tries to give a favorable impression to a prospective employer, but many storekeepers expect trade to be attracted by a seedy show window. A display window tells a stronger story than a thousand circular letters, and if poor, is powerful enough to counteract any good impression made by newspaper advertisements. A real estate dealer might put people in a buying mood by means of glowing description, but if the property for sale failed to live up to the expectations aroused by the publicity campaign, all advertising appropriations would be dead loss.

Many storekeepers, however, fill their hand bills, letters, and newspapers, with high-sounding phrases, and continue to allow their loudest talking assistant to go completely to seed. Few persons would believe the statement of a bloated looking man who claimed that he was a teetotaler, and, likewise, few persons believe the ads of a store which backs up extravagant talk with neglected show windows. A man who allows weeds to spring up in his front yard is dubbed an idler by all his neighbors, and a parkway full of rubbish would almost give the lie to a palace. Why, then, do merchants expect a critical public to place a high value upon the character of a store whose "front yard" is only a dumping ground for mildewed stock accumulations?

No Need for "Freaks"

The idea that window dressings which do not enbrace freaks of some sort, are useless for drawing trade, is a most glaring misconception of the principles of window display. Freak shows are all right as freak shows, but they are not great successes as window exhibits, and they cost money out of proportion to their value. There is another common mistake equally prevalent to the foregoing, and that is the practice of leaving the prices off articles displayed. Even if it is some odd article set down in one corner of the window, a price should be put upon it. It may mean the difference between sale and no sale. It is a notable tendency of human nature that constrains one to hesitate to enter a store and ask how much things are and not buy. This may be false pride, but it keeps people out, whatever the cause, and the effect upon the dealer is the same in any event.

Windows Not Looked "At," but "Through"

Another mistake which is common, is the regarding of the glass in windows as something to be looked "at," instead of "through." Too many storekeepers cover their glass with window strips until the folks outside cannot see in, and those inside cannot see out. Windows were first made to let in light, and some merchants use that original fact as an excuse or explanation nowadays of their failure to make them do more. In the present age nothing is more out of place than the way things were "originally" done, and unless the store is still being lighted with candles and heated with a fire-place, then it is inconsistent to restrict the use of windows to merely letting in the light.

Any Windows Can Draw Trade

Some merchants become discouraged about their windows and neglect them because they are not plate glass. While it is recognized that plate glass is the best, yet it can be done without; and in making the best use of material at hand, it will be found that windows that are big enough to let in light are equally big enough to let in trade. To this end the windows should be kept talking with plain window signs and good goods, and the result will be that they will draw much business.

To be successful as an advertiser. the merchant must change his windows often. If business is being done in a small town, once a week will generally suffice. It should be borne in mind that anything put in the window is very apt to be injured more or less by the light, and the most delicate things should be protected as much as possible. If for no other reason, it would be well to change windows often on this latter account.

Change Windows Often

If the merchant were paying good money for advertising space in a newspaper he would not think of allowing it to remain vacant for weeks at a time. yet some dealers leave window space display empty, or worse. Often it is more the result of thoughtlessness than of anything else, but it should never be allowed to occur. The windows of a store should be recognized as an index to the contents of that store—not all at once; but week by week. They should show one line at a time, but they ought to cover the whole stock by degrees.

In dressing the windows, there are many little tricks in combining various lines of goods which will result in sales of the combinations where the individual items would not have attracted attention. Such plans are often of value in getting rid of unsaleable goods. But it should be emphasized that whatever is done in this line, it should be made plain to the people what they are getting and what it will cost. The price has much to do with the selling.

Rights and Wrongs of Display

That it pays to display goods in show windows, has been established, but there should be unanimity of opinion also as regards the rights and wrongs of display. The right way is to put in only one kind of goods at a time, and not to think that because a great variety of goods are stocked that they must be put in the window for fear people will not know that the rest are in stock. A window full of one class of goods will make a greater impression on the passerby than a combination of the various varieties stocked in the store, and in fact, the combination window would probably never make any sales. One thing at a time is about all that most of us are capable of taking in intelligently, and if there is any doubt as to the planning of a window, its effect on any one individual should be taken as an example of its effect in general.

A window should compel attention, it should arrest the eye, and make the passerby look again for some specific reasson. One of the easiest and simplest reasons will be because there is only one kind of goods in it. There may be a big lot of the same kind of goods, or only a few, but if there is only one kind, one good clear impression is conveyed, and it is not forgotten.

Positive and complete rules cannot be laid down in making a display of any kind of goods, as much depends upon the neighborhood. location of the store, and the shape and size of the windows. But goods suitable to the different seasons of the year can be used, and to help to do this systematically and intelligently, a calendar of window displays throughout the year should be kept.

BEACON BRAND

Brands are as old as commerce itself. Some modern brands are mere formula or custom. Other brands stand for some particular service, quality or price.

Of the latter class is Beacon Brand, when associated with fish or oysters.

The packing, curing or general methods of two fishermen operating within five miles of each other, in practically the same waters, often result in such a varied quality, we were forced to protect ourselves. It was just human nature. Some people are seemingly born negligent and careless. And in our case, with such perishable products, a brand grew imperative.

You may have the whole benefit of our experience. It is wrapped in every box and package. Sometimes not strikingly apparent, but again standing out like a full moon on a bright night. It does not usually cost more than the ordinary.

We are jealous of our brand.

The F. T. JAMES CO., Limited

FISH FOOD SPECIALISTS - TORONTO

FISH and OYSTERS

The Food Controller advises greater fish consumption. Post yourself on prices, market conditions, helpful selling hints.

Avail yourself of the acquired experience of eighteen years of specializing. It is cheaper than buying your own.

Learn how to guard your customer, and thereby your future business, by a brand of quality.

Our fish bulletin usually issued weekly, puts this information in your hands without cost.

A post card, two cents, will add your name to receive each issue.

The F.T. JAMES CO., Limited

FISH FOOD SPECIALISTS - TORONTO

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Province

E. T. Sturdee, St. John, N.B., grocery broker, has been appointed a member of the Military Tribunal for that district.

W. M. Barlow, Reginald Schofield, Geo. Stubbs, and W. L. Doherty, members of St. John, N.B., wholesale grocery firms, have just returned from an auto tour through New Brunswick. They report crops are in excellent condition and business is above the average.

Quebec

Daoust & Lalonde, grocers, Montreal, have dissolved partnership.

E. Blais grocery, Montreal, Que., was recently robbed of a safe. The method employed by burglars in taking the safe with them was similar to that used at the robbery of Matthews-Blackwell Co. recently.

Stanford's, Limited, has been incorporated at Montreal, Que., with a capital of $240,000 to carry on business as manufacturers of canned goods, tobaccos, groceries, etc. J. S. Stanford, Outremont; O. Dufresne and C. Belanger of Maissoneuve, are among the incorporators.

Morin Packing Company, Ltd., has been incorporated at Pointe aux-Trembles, Que., with a capital of $49,000 to operate abattoirs and prepare canned material, soap, and to deal in butter, cheese, pork, eggs, poultry, vegetables and all foodstuffs. J. A. Morin inspector, Jos. Morin butcher of Maissoneuve, J. L. Morin, J. T. Morin and J. F. St. Jules of Montreal east, are the incorporators.

The death occurred last week after a prolonged illness, of Mr. Gustave Beachamp, fruit merchant, Quebec. Mr. Beachamp was a long time in the business and was well known as a business visitor to Bon Secours Market, Montreal. His son will continue the business and be welcome to market circles in which his father is missed.

Quite suddenly last week the death took place of Mr. M. A. Cossette, fruit merchant, Grand Mere, Quebec. Mr. Cossette was only recently a visitor to Montreal market circles in which he was well known, and news of his death has been heard with regret and surprise by many business friends. His business will be carried on by his widow.

Ontario

J. J. Doherty, grocer, Toronto, has sold out.

I. Pearson, grocer, Toronto, has sold to G. Hayes.

I. Bond, grocer, St. Thomas, has sold to A. G. Paterson.

W. H. Hubbel, flour miller, Smith's Falls, Ont., is dead.

D. Ratcliffe, grocer, Toronto, has been succeeded by A. Dell.

Mrs. W. Brownscombe, grocer, London, Ont., has sold to E. Cottrell.

F. Spinella, grocer, Smith's Falls, has been succeeded by A. Hamzay.

J. Hughes, grocer, Prescott, Ont., is recovering from recent illness.

W. J. Campbell, flour miller, Bloomfield, Ont., sold to W. H. Edgerton.

Wm. Steele has opened a grocery store corner Alfred and Pall Mall Streets, London, Ont.

W. E. Southern has opened a new grocery store in Broughtdale, a suburb of London, Ont.

Albert Scarsbrook, prominent grocer of Petrolea, Ont., is dead after twenty-five years business in the town.

James McLeod who has had a grocery store corner Central and Richmond Sts., London, Ont., is going out of business.

J. Longeway, for over 35 years in grocery and dry goods business in Orangeville, died in Toronto recently.

T. B. Shillington of T. B. Shillington and Company, Blenheim, who was taken seriously ill some little while ago has recovered.

J. B. Doyle, pioneer grocery merchant of Woodstock, is dead. Deceased was father of H. G. Doyle, Bloor St. merchant of Toronto.

Wm. Armstrong, fruit grower, of Niagara-on-the-Lake district, was recently injured when visiting Toronto by being struck by a street car.

C. O. Gardner, formerly of West Lorne, Ont., is opening a "cash and carry" grocery store, corner Dundas and Ridout Streets, London, Ont.

J. H. Pressey of Yarmouth, has been appointed general manager of St. Thomas Pure Milk Company. Mr. Pressey has been in the dairy business for thirteen years.

Cohoon & Patterson, grocers and butchers, Maitland St. and Central Ave., London, Ont., have added another fine delivery car to their delivery system.

Many good friends in Cornwall, Ont., have heard with great regret of the death in action at the front in France, of Piper Bruce Anthony Gillies son of Donald J. Gillies, grocer, Pitt Street, Cornwall, Ontario. The young soldier who survived his 19th birthday by barely a month, was killed in the big drive at Lens about September 15. He had joined the 154th Regiment as a piper, but anxious to get to the front as quick as possible he was drafted to the 21st Battalion, and went through some strenuous fighting before the big drive in which he died heroically. He was born in Cornwall and educated at the local Separate School there, and afterwards at the High School. To his father who has for many years been in business in Cornwall and to his mother much sympathy is extended.

Western Provinces

Bettes Pease Co., general store, Melita, Man., sold to L. H. Clarke.

C. E. Murphy Co., Ltd., general store, Newdale, Man., has been incorporated.

G. Walgram, general store, Cullen, Sask., succeeded by Honan & Griffiths.

G. McLean Co., Ltd., wholesale grocers, Winnipeg, Man., have been incorporated.

Marinaro Macaroni factory, North Lethbridge, was recently damaged to the extent of $2,000 by fire.

The Canada Atlantic Grain Co., Ltd., has been incorporated at Winnipeg, Man., with a capital of $100,000 to carry on general business of grain dealers and manufacturers of flour, oatmeal and cereals.

CHAIRMAN OF FOOD COMMITTEE

T. B. Macauley, of Montreal, has accepted the Dominion chairmanship of the national committee on food resources. Mr. Macauley will take charge of the provincial committees and work out with the various matters of organization and policy.

PETROLEA MERCHANT DEAD

After twenty-five years in the business life of Petrolea, Ont., Albert Scarsbrook, a prominent merchant dropped dead in front of the local post office at 10.30 a.m. on Monday last. Deceased was engaged in the grocery, crockery, etc., trade, and was in the best of health prior to his death. His wife and a family of three daughters survive him.

RETURNS TO THE EUREKA COMPANY

R. Rutledge, Formerly Associated With the Eureka Refrigerator Company, Again Associates With That Company as Sales Manager

R. Rutledge, who has been well known to the trade for a good many years past as associated with the Eureka Refrigerator Company, and who left that company a couple of years ago, to help found the W. A. Freeman Refrigerator Company of Hamilton, and to have charge of their refrigerating and equipment department, is once more back with his old Company, as Assistant Manager and Sales Manager, with headquarters in Toronto.

Mr. Rutledge was associated with this

company for many years, past and was indeed among the charter members of the company. The elder members of the firm have since left and Mr. Rutledge, now is the oldest experienced practical refrigerator man in the company. As the patentee of several important inventions having to do with the refrigerating systems, Mr. Rutledge has made no small name for himself among those who are conversant with the best that there is in refrigerating work. The wide circle of business friends that he made while formerly associated with this company, will welcome him back with a great deal of pleasure.

THOROLD MERCHANTS WILL CLOSE WEDNESDAY AFTERNOON THROUGHOUT YEAR

At a recent meeting of the merchants of the town of Thorold, the question of opening again on Wednesday afternoon for the winter months was discussed. It was practically unanimously decided not to do so, and as a result the grocery and butcher stores will be closed every Wednesday afternoon during the year, with the exception of two or three weeks just previous to the Christmas season.

UTILIZING FOOD WASTE

Active steps are being taken by the United States Food Administration and War Department to make use of the great volume of food-waste material which ordinarily goes to the garbage can and the incinerator. This reform is being applied to the operations of the big United States army which is distributed throughout a number of large cantonments. By minimizing waste through the preparation of all food under the direction of mess cooks specially trained, and by utilizing what waste there is for the making of other usable products, it is expected that many thousands of dollars will be saved.

The plan to be followed provides for the collection of all waste and transportation to a single "transfer station" under the direction of the sanitary inspectors who will see that sanitary and hygienic considerations are foremost. Sterilized cans will be left for the filled ones at each station and every step in the process of reclamation will be carefully guarded.

At the transfer station the wastes are turned over to a contractor who removes them 3 miles at least from the reservation and sorts them. Bottles will be sterilized and sold, tin cans will be baled and the solder, tin and iron reclaimed. Paper will be baled, bones ground for fertilizer, hides of dead animals removed and carcases reduced for grease and fertilizer.

The chief item of waste is ordinary garbage and manure. It is estimated there are 1,200 animals at each cantonment producing manure which will bring $240.900 annually when sold. The garbage has been sold for an annual price of $446.394.50. The garbage from some cantonments will be used for feeding swine. At the rate of 1 pound per day being added to the weight of pork by the waste of from 10 to 15 men daily, the garbage from 13 cantonments will produce 18,980,000 pounds of pork per year.

When not used for feeding the garbage will be reduced, the grease extracted and the remainder ground and used for fertilizer or feeds. By the method of incinerating not only would all these valuable waste materials have been destroyed, but it would have cost $700,000 for the installation of incinerator plants and an annual charge of approximately $595,000 for their operation. It is evident therefore that the total saving to the Government will be $1,707,840 for the first year. The effect of the plan therefore is not only to conserve large quantities of valuable food wastes, fertilizers, etc., but to turn into a large profit what has hitherto been a very considerable expense.

MINIMIZING INCONVENIENCE TO CAN. MANUFACTURERS

In order that Canadian manufacturers may not be unduly inconvenienced by the export restrictions that have been placed by the United States Government on forty or more different products, except where intended for war purposes, the Canadian Manufacturers' Association is taking a census of all manufacturers in Canada who will be directly affected by the regulations. The products on the list placed under the ban for export to Canada include wheat, wheat flour, etc. The following questions are being asked:

(1) Are you employing any raw materials as specified above, imported from the United States?

(2) If so, please name those articles of your manufactory which are not for war purposes, or directly contributory thereto, into the manufacture of which the above named raw materials are used; and,

(3) Which of said raw materials you use, and what quantity, annually?

(4) If said United States export restrictions are not removed, what effect will such embargo have on your industry?

(a) As to number of employees who would be thrown out of employment;

(b) As to closing your plant.

PROHIBITION BOOSTS CANDY

Some interesting details of how the sale of candy has been increased in the United States since the adoption of prohibition in many localities, are given herewith. Since the extending of the prohibition measure to many of the provinces of the Dominion, this condition very probably applies to the sale of confectionery in Canada.

Sixty-five years ago the candy consumption of the United States was equivalent to 13 cents per person—man, woman or child. Last year that figure had risen to $1.80. Prohibition is declared to be the largest single factor behind this fifteen-fold increase. In this connection it is singular that sugar and alcohol are each metamorphosed into about the same substance on entering the human stomach and the demands of the body for one can to a certain extent be satisfied with the other. The lack of candy rations is quoted as a reason for the prevailing desire for alcohol always evident among troops enlisted in the army.

If statistics are a true guide—and especially under stress of war conservation and taxation—we may yet see more or less steady customers entering newly favorite haunts for a bag of candy where once quite alien patronage prevailed. Some grocery stores are paying a little attention to this phase of business, but for all there is a demand for confectionery now that prohibition has been put into effect, and this demand is expected to increase as time goes on.

MUCH WASTE IN BREAD BAKING

It is expected that recommendations will shortly be made by the United States Food Administration for a standardized loaf of bread which, it is believed, can be sold under the new flour prices at a considerably lower rate than is now being charged. It is probable that either a sixteen or fourteen ounce loaf will be favored and the public will be asked to place the ban on fancy rolls and bread, and to co-operate further with the bakers to cut down delivery charges. An investigation has been made into baking costs with a view to working out a program for the industry which will bring practical results. It has been found that there has been much waste and extravagance in this connection in the past.

SERVICE DEPARTMENT

PAPER BALER AND WASTE PAPER

Where can I buy Reliable paper baler and dispose of waste paper in my district? Otto Hildebrand, Doaktown, New Brunswick.

The following sell paper balers:

Walter Woods Co., Hamilton.

H. P. Eckardt & Co.

Spielman Agencies, St. Alexander St., Montreal.

Stephenson Blake & Co., 60 Front St. E., Toronto.

The Climax Baler Co., Hamilton

General Sales Co., Toronto.

The following are buyers of waste paper in your district:

J. R. Walker & Co., Montreal.

Quebec Rag & Metal Co.. Quebec.

Canadian Iron & Metal Co., St. John, N.B.

W. McFatridge, Halifax, N.S.

TORONTO AGENTS ENGLISH BISCUITS

Editor CANADIAN GROCER,—Can you please tell me who are the agents in Toronto for Huntley & Palmer's Biscuits?—Toronto Retailer.

Answer.—The agents in Toronto for these biscuits are the MacLaren Imperial Cheese Co., Front St. East.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CHANGES have been numerous in grocery commodities during the week and wholesalers remark that the upward swing of the pendulum seems not to have reached its highest point as yet. Changes made by the manufacturers and first-hand dealers are in turn passed along to wholesalers. Lines in which advances have been recorded include canned peas, stove polish, metal polish, cocoanut, shortening, essences, baking powder, Epsom salts, sardines, salt, baking ammonia and oil of lemon, chewing tobacco, proprietary medicines. One brand of tomato soup registered a decline.

Provisions of various kinds are in firm market with advances recorded in a number of meat lines. Butter is in firm position, due to the rumored possibility of heavy exports of butter this fall. Eggs held in steady market. Chickens were in good supply for the Thanksgiving period, but wholesale dealers found it difficult to get help to prepare them for the market, and in consequence consumption was not as heavy as it would otherwise have been. Honey gives evidence of greater firmness.

New prices on canned tomatoes and corn have not yet been announced but the canning interests assert the pack will be short. Canned salmon is in increasing firm market owing to the lightness of supplies. Canned peaches, plums and pears are reported in good supply and full delivery will in all probability be made by the canners. Sugar is a scarce article as refiners have been unable to get sufficient stocks of raw sugar. Flour prices remained unchanged except for Ontario winter wheat flour, which was slightly lower in some quarters. The Food Controller and milling interests have not yet agreed as to what the new prices will be under the regulation providing for a 25c per barrel clear margin of profit for the millers. Business in grocery lines is reported fairly good.

QUEBEC MARKETS

MONTREAL, October 9.—There is a decidedly firm tone to many lines of groceries in the markets at present, primary markets principally being responsible. Wholesalers quotations to retailers in most lines are still steady, but here and there slight advances appear. Dates, for instance, packling rice, gallon apples, rolled oats, and several lines of fish have advanced. Here and there the firmer trend is noticed in jams. Castor oil is 20% up for the bottled lines—the containers having caused 50 per cent. of the advance. One line of canned coffee is up a shade of half a cent a pound, due to cost of cans—not an advance in the contents. In miscellaneous lines ground sulphur is up a cent to 67 cents. Brimstone has advanced 100 per cent. to 10 cents in place of 5 cents lb. Vitriol (long high because of war needs) is down 1½ cents to 12½ cents lb. In the provision market lard is up half a cent, butter and eggs are unchanged; honey is firmer. In canned goods the shortage of salmon is likely to advance prices considerably should demand be also exacting.

Sugar Market In A Waiting Mood

Montreal.

SUGAR.—"Unchanged" is the general report as to the sugar market in Montreal for the current week. But there are indications that some anxiety exists as to the turn of events following Government action in the United States. There is small chance, it is felt, that raw Cubas will be any cheaper, and at their present price, about 6 cents, it is stated by refiners there is no profit in refining to sell at $9 base after importation expenses. Some refiners report a very considerable call for sugar now, some report quieter conditions. The new crop reports from Cuba are reassuring, and it is probable that there will be early supplies of the raws within a matter of eight or nine weeks, and abundant supplies in due time thereafter. For the present the market tone (making no predictions) is steady.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Corn, Salmon, Tomatoes Scarce

Montreal.

CANNED GOODS.—The market for canned goods remains without immediate alteration in quotations, but subject to grave difficulty and anxiety as to canned salmon, the pack of which has been so small. Higher prices for canned salmon are certain. Stocks are reduced to the lowest level. A wholesaler was asked $8.65 a case for a line of pinks which formerly cost only $4.10, and even though he rushed his order instantly by wire he found that he could secure only an eighth of his requirements. There are decided rumors also of real frost damage to tomatoes, and corn will also be scarce it is declared. The other lines of canned goods remain unaltered for the present week, with the exception of gallon apples, which are up ten cents to $5.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 25	2 35
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	....	1 75
Peas, Early June	....	1 80
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s.	....	2 80
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	....	2 75
Red cherries, 2s	....	2 25
Strawberries, 2s (old pack)	2 75	8 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25

Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	....	2 87½

Nut Markets Look Steadily Firming

Montreal.

NUTS.—There is a steadily advancing trend in all the sources of supply for nuts. Quotations to the retail trade have not actually advanced this week, but the primary market reports are full of news of firmer prices, and advances in nuts both in the shell and out of the shell may be anticipated with some degree of certainty. The California walnut growers have announced their opening prices (f.o.b. coast) for No. 1 soft, No. 2 "Jumbos" and budded walnuts. These prices which range from $16.10 per 100 lbs. to $24.10 according to quality, are a good deal higher than at this stage last season, but the crop, 14,000 tons according to estimate, is smaller than last year's. Cracking test gives 88% of No. 1's and 90% of Jumbo and budded walnuts. Already sales of 1918 almonds, subject to opening price, have been authorized by California growers.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.	0 20	0 21
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Hallowee Dates Have Advanced

Montreal.

DRIED FRUITS.—Dates have advanced. Hallowees are now 13 cents a pound to the retail trade. These will certainly tend to firmer markets for the importer's price to jobber is actually put at 17 cents a pound now. Only a month ago this figure was 10c. Figs are being offered to the jobber at a price three cents higher than on Sept. 26, and advances in these may be expected. From California comes news of firmly held prunes and raisins with small chance of lower prices, and more chance of higher quotations. Big size prunes are scarce already. Greek currants are expected in about three weeks, but there are always doubts heard regarding Greek currant shipments; there have been so many disappointments. Prices for them in any case will be very high. Dried apples are in firm market owing to shortage.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Scarcer; Syrups Are Steady

Montreal.

MOLASSES AND SYRUPS. — It is almost impossible to strike too strong a note as to the market for molasses now. While prices as quoted are not altered, and still prevail amongst those wholesalers who have molasses to spare, the number of merchants with molasses to spare grows smaller. There is undoubted scarcity and retail merchants urgently requiring molasses would have to pay higher prices in all probability if market conditions alone affected the transactions. Consideration for old customers, however, still applies unless the holder of molasses is absolutely short of stock himself. Corn syrups are firm, but in quieter demand than might be expected from the molasses shortage. Cane syrups are still not quoted on the market regularly. Chances of lower-priced corn syrups are not being heavily counted upon meantime, though the U.S. crop is so huge. So many war-time considerations may yet affect this foodstuff—corn.

Barbadoes Molasses—	Prices for Fancy, Island of	Choice, Montreal
Puncheons	0 83	....
Barrels	0 86	....
Half barrels	0 88	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be cold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

Beans Show Firm Trend In States

Montreal.

BEANS.—There are firmer tendencies in beans in California, and while expectations of wholesalers in Montreal are towards an easier tone to markets for the Canadian product owing to the good crop reports from Quebec, opinions are also heard to the effect that the bean market must in line with conditions affecting foodstuffs generally, continue firm. Probably prices will not alter downwards as much as had been expected, there being plentiful demand for good quality beans, and the Canadian hand-picked line being always in especially good demand from the beginning to the end of its season. No price changes are reported this week.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Packling Rice Has Registered Advance

Montreal.

RICE AND TAPIOCA.—The market for tapioca continues as firm as ever, and there is little chance of easier conditions until better facilities for sea-transit of supplies are available. Rice is this week showing firming tendencies, and Packling rice has advanced ten cents, from $7.50 per hundred pounds to $7.60 per hundred. The advance is not general throughout sources of supply, however, and while the rice market is undoubtedly firm, there are no alterations in other lines of rice as yet.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	....	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 88
Rangoon CC	....	7 60
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Cost Of Cans Has Affected Coffee

Montreal.

COFFEE.—While the market for coffee in the main is steadily unchanging in the matter of quotations for the bulk goods in local transactions from wholesale to retail trade, and while any primary market changes to firmness are so far small enough to be still carried by the jobber, the question of cost of containers for standard lines of coffee in tins is a serious one. The U.S. embargo on tinplate for all except munitions purposes tells heavily on the packers of goods contained in tin cans, and one important line of coffee in cans is this week advanced about half a cent a pound to cover container cost only. The packers of this line have withheld the advance as long as possible, but are announcing it this week. Otherwise coffee is unaffected in any way for the current week.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market In All Lines Is Firming

Montreal.

TEA.—There is no abatement of the firmness of tone, and small chance of any abatement in this as regards the tea market to-day. Japan teas are firm and very scarce now, all the best grades having been bought up very eagerly and early. Indias, Ceylons, and all the black teas are in increasingly firm market with no chance of easier conditions until the shipping situation is improved. The outlook is persistently to firmness, though here and there by judicious buying retailers are able to secure supplies at prices as mentioned below or slightly better for some firms still have stocks of good teas to offer, and while these last good buyers

can benefit. Also delayed shipments come in occasionally, though the chances of these lessen considerably now.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Cloves And Cream Of Tartar Scarcer

Montreal.

SPICES.—Except as regards cloves the market for spices is unaltered as compared with conditions of the past week. The scarcities in almost every line of spices due to conditions of the primary markets continue, and unless shipping facilities are much improved in the meantime, next year may see much higher priced spices. Cloves are giving continued anxiety. These are worth 50c at least in New York, and laid down in Montreal 65c. But the retailer can apparently still obtain small supplies from the wholesale trade at the prices quoted below though spice merchants supplying the wholesale trade are not prepared to quote as low. Cream of tartar continues short and in the firmest possible market.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Apples Feature Of Green Goods Market

Montreal

FRUITS AND VEGETABLES.—Except for the arrival of the recognized standard lines of apples the market in fruits and vegetables has been rather featureless. Wealthy apples No. 1 are on sale at from $6.50 to $7 per barrel. St. Lawrence apples are here at $8, and the same price holds for No. 1 Fameuse and McIntosh Red. Alexander No. 1 are at $6.50 and Gravensteins, $6.50. Apple prices in general are fully 25% over the prices this time last year. Potatoes are at the same price as last week. Egg plant is cheaper at 40c to 50c a dozen this week. Boston cucumbers have appeared at $2 per dozen, and Montreal cukes are up to a dollar a dozen, their season being about over. Canadian peaches are at $1 a basket; pears the same price; plums, $1.50. Blue and green grapes are 35c basket; red grapes 45c. Tokay and Malaga grapes are $2.75 a crate.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, crate	....	4 50
Canteloupes, per bkt.	....	0 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 50
Gravensteins	....	6 50
Apples (peach, per gin box)	....	1 25
Cauliflower, per doz. bunches	....	2 25
New corn (bag), doz.	0 20	0 25
Celery, Canadian, per doz.	0 50	0 75
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate	5 75	6 00
Potatoes, new, bag	....	1 75
Potatoes (sweet), per hamper	....	2 75
Carrots, bag	....	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	....	0 75
Tokay grapes, crate	....	2 50
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Fall Rose tomatoes, per gin box	1 50	1 75
Tomatoes (Montreal), box	0 75	1 00
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 30	0 60
Beans, wax, bag (Montreal)	....	1 50
Beans, green, bag (Montreal)	....	1 50
Leeks, per doz. bunches	....	1 00
Parsley, doz.	....	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Rhubarb, per doz.	....	0 25
Eggplant, per doz.	0 40	0 50
Garlic (Canadian), lb.	0 15	0 20
Endive (Canadian), lb.	....	0 25
Cucumbers (Montreal), doz.	....	1 00
Cucumbers (Boston), doz.	....	2 00
Cucumbers, preserving, doz.	0 50	0 60
Pickling gherkins, per gin box	....	3 00
California plums, box	2 85	3 20
Do., peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Pears, box	3 50	3 75
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	0 75	1 00
Hauber squash, doz.	....	2 00

Salt Fish In Demand; Shell Oysters Slow

Montreal.

FISH.—Demand keeps active and all lines of fish are moving in a general way. Demand has just stated for all kinds of salted and pickled fish, and some advances in price will be noted in these lines now. Country merchants are stocking up in the different lines, and it is evident that a large turnover is expected from now on. The fact that potatoes are cheaper will help the sale of salt and pickled fish, and probably the country merchant is foreseeing the trend of trade in this direction at present. Fresh fish from the East is a little easier. Good quantities of fish are being offered. On the Western coast the principle varieties such as salmon and halibut are keeping high. Supplies up to now have not been in sufficient quantity to meet half requirements, hence the advance in prices. The shell oyster trade has just opened up; demand so far is only fair. Quality of the stuff offered has been poor, and the shell oyster trade in this country is looking at a low ebb. Demand for bulk oysters, owing to high prices, is also rather slow.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. Box	....	1 50
Smoked eels	....	0 12
Smoked herrings (med.), per box	....	0 17
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 25
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		$11 00
Salmon (Labrador), per bbl.		22 00
Salmon (B.C. Red)		24 00
Sea Trout, red and pale, per bbl.		16 00
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 38
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 50
FRESH FROZEN SEA FISH.		
Halibut	19	20
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	..	9
Salmon, Western	15	18
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 14	0 15
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 08½	0 10
Market Cod	0 06½	0 07
Carp	0 11	0 12
Dore	....	0 15
Lake trout	0 14	0 15
Pike	0 10	0 11
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 22	0 23
Eastern Halibut	....	0 21
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 14	0 15
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18
Sword fish	....	0 20

ONTARIO MARKETS

TORONTO, Oct. 10.—The past week has been one of numerous changes in grocery lines, the majority of which have been in an upward direction. Changes have been recorded in stove polish, essences, metal polish, cocoanut, baking powders, Epsom salts, sardines, linseed meal, flaxseed, salt, baking ammonia, tobacco. A firm situation exists in jelly powders, with intimations that an advance is likely to take effect about November 1. Canned peas have again been advanced in some quarters. New prices are not yet out on this season's pack of corn and tomatoes, but canning interests intimate that the pack will not be over one-fifth of orders, if it is indeed that much. Business shows some signs of briskness.

Canadian Refiners Willing To Pay More

Toronto.

SUGAR. — While American refiners showed a disposition to pay no higher than 5⅞c per pound cost and freight for raw Cuban sugars, the Canadian refiners were in the New York market last week, and were reported to be willing to pay

on the basis of 6c for the raws. This indicates the feeling of Canadian refiners regarding the market. There has been a good demand for sugar in this market, and they are willing to pay more apparently than the American refiners. Stocks of Cuban raw sugars are dwindling rapidly, as those in United States and Cuba together that remain of past season's crop are estimated at 174,367 tons, as compared with 441,992 tons at the same time last year, representing a decrease of 267,625 tons. There are about 50,000 tons of Cubas unsold in Cuba. If these stocks are secured by American refiners there would be sufficient to last refiners about four weeks. However, if the Cuban holders of sugar decline to sell for less than the figure they are holding them at, these sugars may remain in Cuba indefinitely, as it is not likely that the American Food Administration will allow refiners in the United States to pay their asking prices, or compete for these sugars, thus causing an advance. One bit of good news during the week was to the effect that the British Royal Commission recently purchased 150,000 tons of Java sugars for October-December shipment at around 3c per pound f.o.b. Java. The recent announcement that the United States Government would commandeer American steamers in the coastwise trade and use part or all of same for European traffic has probably enabled Great Britain to spare some steamers for the Java trade. Release of Java sugars will thereby relieve the strain on Cuban raws. Beet sugar factories in the United States will start making sugar during the present week, and will continue until the crop is made. Production is estimated at 734,577 tons of beet sugar. There has been no change in prices of Canadian refined sugar as yet, the temporary firmness being caused by the immediate scarcity of spot stocks. Canadian refiners have very little sugar to offer at present.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	9 14
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special iclng, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Stove Polish, Metal Polish And Essences Up

Toronto

POLISH, ESSENCES, COCOANUT.—James' Dome lead has been advanced to sell: 2's at $2.70 to $2.80, and 6's at $2.60 to $2.70. Royal Dome lead is quoted higher in 6's at $2.15 to $2.25. Gipsy stove polish has been advanced to 90c per dozen, making it now a 10c line. Glosso metal polish has been advanced to 85c dozen and Zebra stove polish to 90c doz., making both of these lines 10c. Essence of Tower and Rosebud brands have been advanced, 8-oz. size selling from $3 to $3.50, and 16-oz. at $5.50 to $6 per dozen. Cocoanut has been advanced 2c per pound, and in barrels is now quoted from 28c to 31c per pound, and in pails at 31c to 32c per pound. Linseed meal, following the advance noted last week, has been advanced still further in certain quarters to $9 per 98's, while flaxseed has been advanced to $10 for 112's. Crisco has again moved in an upward direction, two advances having been recorded during the week, which now makes the selling price from $9.75 to $10 per case. Egg baking powder has been advanced approximately 10c per dozen, 6-oz. now being quoted at $1.45 and 12-oz. at $2.40 per dozen, 4-oz., $1; 16-oz., $3.

Jelly Powders Firm; Salt And Tobacco Higher

Toronto.

JELLY POWDER, SALT, SOUPS.—Manufacturers intimate that there is a very strong situation in jelly powders, and state that an advance is highly probable on November 1. Intimations are made that the price on the majority of lines is likely to be in the neighborhood of $1.25 per dozen. Salt has registered an advance all along the line, and 42/7's are now quoted at $4.40 in city and $4.15 country. Assorted in barrels 21/7's and 50/3's are quoted $5 city and $4.75 country. Fine in 280-lb. barrels is $2.40 city and $2.15 country. Coarse in 280-lb. barrels is $2.65 country and $2.40 country. Fine in 50-lb. bags is quoted at 65c city and 60c country. Coarse in 50-lb. bags is quoted at 70c city and 65c country. Dairy salt in 50's is quoted at 95c city and 90c country. Ice cream salt in 200-lb. bags is quoted $1.45 in city and $1.35 country. Changes have been put through in certain instances on Pure Gold baking powder, advancing 10c size to 95c dozen, 4-oz. to $1.40 dozen, 6-oz. to $2.05 dozen, 8-oz. to $2.70, 12-oz. to $4, and 16-oz. to $5.25 dozen. Baking ammonia and oil of lemon has been advanced 35c per doz. to $1.25. Black Bass chewing tobacco, in new size, has been advanced to 62c per pound for 8's and 62c per pound for 15's, an increase of 8c to 10c pound. Castoria is one of the lines to record a change in the upward direction at $3.20 per dozen. Campbell's tomato soup has registered a decline of 20c per dozen, making the price now $1.65. All other lines of tomato soup remain unchanged. Brunswick sardines have advanced 50c per case to $6.50 for full cases and $7 for broken cases.

No Relief In Sight In Molasses Situation

MOLASSES, SYRUPS.—There is no indication that any easier conditions are likely to prevail in the near future for molasses of all kinds, both in tins and in bulk. Dealers assert there is still the same difficulty in getting shipments from the primary sources, due to the fact that the United States Government is drawing a tight line on coastwise shipping, it being reported that it is her intention to commandeer these vessels. Prices locally remained unchanged.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	....	0 84
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	4 40
West Indies, 2s, 36s	....	4 25

Primary Coffee Market Much Weaker

Toronto.

COFFEE.—The future coffee market was much depressed during the week, due to the fading away of hopes on the part of heavy holders that peace is likely in the near future. Operators in the New York market who bought heavily during the latter part of September in the belief that peace was measurably nearer lost courage and began to unload. Stocks of coffee continue to accumulate, calculations placing the increase during the month of September at 1,000,000 bags. Locally prices remained unchanged, with the demand reported to be increasing, occasioned through the cooler weather, which is more conducive to drinking coffee.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Peppers Are In Continued Firm Tone

Toronto.

SPICES.—The market for spices continued in a steady position during the week without price changes, except in the case of black and white pepper, which gave evidence of a firming tendency when some dealers moved their quotations on black pepper to a range of 37c to 38c and on white pepper to 38c to 40c. Demand for spices continues good.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 45	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	....	0 65
American high test	....	0 65

Rice Shows Greater Strength In Primary

Toronto.

RICE.—Greater strength was exhibited in the primary rice markets in the Southern United States during the week. In the United States buyers are very reluctant to pay the prices asked. Arrivals from the primary producing points are light. The first receipts of rice of the new crop reached the New York market during the past week, and consisted of some 17,781 sacks. Now that the new crop has commenced to move, it is expected Canadian purchasers will start to get their supplies in the near future. Prices were maintained without change during the week. Tapioca also held in steady market.

Texas, fancy, per 100 lbs	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs	....	0 12½
Siam, fancy, per 100 lbs	8 00	8 50
Siam, second, per 100 lbs	7 75	8 25
Japans, fancy, per 100 lbs	8 50	9 00
Japans, second, per 100 lbs	8 25	8 50
Chinese XX, per 100 lbs	8 00	8 50
Tapioca, per lb.	0 13½	0 15

Peanuts Quoted Lower By 1c Pound

Toronto.

NUTS.—There was a tendency toward easier prices on peanuts locally during the week when Spanish were quoted at 17c and Chinese at 15c per pound, representing a decline of 1c. The primary situation is still strong, the reason for lower prices being attributed to advantageous buying on part of wholesale house at an opportune time. Walnuts in the primary market in New York are up 1c. to 1½c during the week, while almonds were also up in that market 1½c. Filberts are holding steady in primary market. New season's walnuts are not expected to reach this market by Christmas. Almonds are expected to be three to four weeks late in arriving.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 19	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Filberts, lb.	0 18	0 21
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 19
Brazil nuts, lb.	0 15	0 17
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Rangoon Beans Moving Fairly Free

Toronto.

BEANS.—The greatest activity in the bean market during the week was in the sale of Rangoons. Fairly heavy stocks are now on the local market, and dealers are bending their attentions to their sale. Prices were shaded a little from those of last week, being quoted as low as $6.40 and up to $7 per bushel. Ontario beans are of interest in that producers are asking big prices. A car of Lima beans reached the local market during the week and may be the only ones to come forward for some time. A number of wholesalers were disappointed in that they did not get delivery of Lima beans at the price agreed upon with the agents.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush.	....	8 00
Rangoons, per bush.	6 40	7 00
Yellow eyes, per bushel.	....	....
Japanese, per bush.	....	....
Limas, per pound	0 16	0 17½

Starches And Cornstarch Unchanged

Toronto.

PACKAGE GOODS.—In view of the fact that the corn crop in the United States is estimated by the United States Department of Agriculture as 620,000,000 bushels greater than last year, this fact is having a steadying influence on the market, although it has as yet caused no marked decline in the price of corn. When the new corn begins to come on the market, it is highly probable that prices for corn products may be considerably easier. Package cereals remained unchanged, with a fairly good demand reported.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Canned Peas Again Up; Short Pack Corn, Tomatoes

Toronto.

CANNED GOODS.—Higher prices were made effective on canned peas during the week, when standards were quoted at $1.85 to $1.95 per dozen, and Early June at $1.90 and Sweet Wrinkle at $2.20 per dozen. Cohoes, pinks, white springs and chum salmon were advanced in some quarters where stocks are still available. Canning interests have intimated that there will be a light pack on both corn and tomatoes, stating that up-to-date the corn pack will not be over 5 per cent. of orders, and tomatoes not over 11 per cent. of orders. Of course, the whole pack is not completed, and it is possible that it may be rounded out a little more, but it is probable that tomatoes will not be over 20 per cent. delivery. In the face of the condition high prices are anticipated by the wholesale trade. A good pack of peaches, pears and plums is reported by canning interests and full delivery may be made on these.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	....	1 35
Cohoes, ½-lb. tins	1 75	1 80
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	....	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 75
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	....	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	....	1 75
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.	....	2 35
Do., 12 oz.	....	2 25
Plum, 16 oz.	....	2 35
Do., 12 oz.	....	2 20
Raspberry, 4-lb. tin	0 77	0 78
Black currant, 4-lb. tin	0 73	0 75
Strawberry, 4-lb. tins	0 79	0 80
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Strong Market For Dried Fruits

Toronto.

DRIED FRUITS.—There is a strong market at the present time on dried fruits, particularly in prunes, due to the fact that the United States Government has been making heavy purchases for the use of her armies. Delay might be occasioned in the arrival of prunes, due to the fact that all the associations are busy filling Government orders, which of necessity must take preference over everything else. Locally stocks of prunes are very light, being confined mostly to light stocks of some of the larger sizes and a few very small prunes. Reports from Oregon state that very few of the packers are willing to sell until they know more what the crop is likely to be. Conditions that helped the California crop—namely, the rains in the early part of the season, are stated to have been dertimental to the Oregon crop, due to the fact that the latter crop was not as far advanced. Arrivals of seeded raisins from California are likely to be late, due to the lateness of the crop, the scarcity of labor and the big Government orders. Australian currants advanced 2c pound in some quarters. Malaga figs were reduced to 8½c to 9c to clear out. California Valencia raisins were also quoted down to 10c and 10½c as an inducement to clear out. A firm situation has developed in Excelsior and Dromedary dates, as the former advanced 80c in the primary market and the latter 85c per case. Fard dates have also advanced 2c per pound in the primary market, although there are none locally.

Apples, evaporated, per lb.	....	....
Apricots, choice, 25's, faced.	....	....
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 29
Citron	0 30	0 36
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 23	0 25
Dates—		
Excelsior, pkgs., 3 doz. in case	....	3 90
Dromedary dates, 3 doz. in case	4 50	4 90
Figs—		
Taps, lb.	0 05½	0 07
Malagas, lb.	0 08½	0 09
Prunes—		
30-40s, per lb., 25's, faced.	....	0 16
40-50s, per lb., 25's, faced.	....	0 15½
50-60s, per lb., 25's, faced.	....	....
70-80s, per lb., 25's, faced.	....	....
80-90s, per lb., 25's, unfaced.	....	0 11½
90-100s, per lb., 25's, faced.	....	0 10½
Peaches—		
Standard, 25-lb. box	....	....

Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 12½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

Inquiry For Teas Reported Little Better

Toronto.

TEAS.—Inquiry for teas was reported as improving during the week. Retailers in some instances are reported to have fairly good stocks of bulk teas and were anxious to dispose of them in a jobbing way. Stocks of Java teas are fairly heavy locally, but Indias and Ceylons are stated to be in rather light supply. Prices on new season Chinas have not yet been received, but it is expected the high prices of China teas, occasioned largely through the freight situation, will be almost a prohibitive bar. Demand for tea is mostly of a hand-to-mouth nature. Some dealers are carrying heavy stocks of tea, heavier than in normal times. This has been brought about through the arrival of heavier stocks than was anticipated.

Ceylon and Indias—		
Pekoe Souchongs	0 40	0 42
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Trout Easier; Whitefish Scarce

Toronto.

FISH, OYSTERS. — Arrivals of whitefish were very meagre, so much so that wholesalers were unable to quote on them during the first part of the week. Stormy weather is reported to be interfering with the catching of trout. Fresh trout is quoted down 1c in certain quarters at 14c. Fresh halibut is very scarce, the market being completely bare during the week. Frozen halibut, however, was available, and was quoted at 19c. Lake herrings are slightly firmer at 10c. Haddies are quoted at 13c pound, representing an advance of 1c.

SMOKED FISH.		
Haddies, per lb., new cured	....	0 13
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	1 75
Digby herring, skinless, 10-lb.	....	1 85
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 00
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	....
Halibut, frozen	....	0 19
Salmon, B.C.	....	....
Do., Restigouche, lb.	....	....
Haddock, express, lb.	....	0 10
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.	....	0 10
Cod, market, heads on, lb.	....	0 08½
Mackerel, lb.	....	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....

FRESH LAKE FISH.		
Herring, per lb.	....	0 10
Pike, lb.	....	0 12
Whitefish, lb., fresh	....	0 15
Trout, lb., fresh	0 14	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00
Blue points, bbl.	....	9 00
Malpeque, bbl.	14 00	15 00

Jamaica Grapefruit In; Ontario Apples Scarce

Toronto.

FRUIT.—The first shipment of Jamaica grapefruit reached the market during the week, and was quoted at $5 to $5.50 per case. Cuban pineapples were more in evidence, and were quoted at $4 to $4.50 for 30's and 36's. Crab apples from British Columbia were quoted at $2.75 per box, and Mackintosh Reds and Wealthys from B. C. at $2.50 per box. Nova Scotia Gravensteins in barrels were quoted at $5 to $5.50. Ontario apples are scarce, running mostly to No. 3 grade for the early fall apples, and being quoted from $4.50 to $5 per barrel. Cape Cod cranberries arrived a little late for Thanksgiving, and are being quoted at $14 per barrel. Peaches are still in good supply, although the heaviest production was last week. Musk melons in 11-quart baskets were quoted at 40c, and in 16-quart baskets at 65c.

Apples—		
Hampers, American	....	....
California, boxes	2 25	2 50
B.C., boxes	2 25	2 50
Do., Ontario, bbls., No. 2-3	4 50	5 50
Nova Scotia, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	4 00	4 50
Bananas, yellow, bunch	2 25	2 75
Blueberries, 11-qt.	1 75	2 00
Cranberries, Cape Cod, bbl.	....	14 00
Grapes, Ont., 6 qt.	0 25	0 35
Grapes, leno, 6 qt.	0 30	0 35
Grapefruit, Jamaica, case	5 00	5 50
Oranges—		
Cal. late Valencias	3 75	4 00
Lemons, Verdillis, case	4 75	5 50
Muskmelons, 11 qt.	....	0 40
Do., 16 qt.	....	0 65
Peaches—		
Ontario, 6-qt.	0 30	0 50
Do., 11-qt.	0 40	0 90
Pears, Cal., box	....	3 75
Do., Ontario, 11-qt.	0 50	0 75
Pineapples, Cuban, case 30-36s	4 00	4 50
Plums, Cal., box	1 75	2 25
Niagaras, 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 50	0 65
Prunes, 11 qt.	....	1 25
Damsons, 11 qt.	....	1 25
California grapes, Tokays	2 25	2 40

Potatoes Firmer With Dealers Timid

Toronto.

VEGETABLES. — Potatoes were in firmer market during the week, due to the fact that dealers were left in an uncertain mind as to what the Food Controller is likely to do with respect to fixing prices. In consequence, they did not venture into the market, and potatoes were a scarce article in the market locally. Only one dealer brought in a carload, which sold at $1.50 per bag. Sweet potatoes are now coming more plentiful, and are quoted at $2 to $2.50 per hamper. Pickling onions were quoted at 60c to $1.50 per 11-quart basket. Carrots in bags were easier at 85c. Spanish onions in crates were quoted higher at $5.50 per case, and $3 for half-cases. Vegetables, with the exception of potatoes, were in good supply, but the demand was not keen.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 85	1 00
Beans, green, string, 11-qt.	0 60	0 75
Do., golden wax, 11-qt.	0 60	0 75
Corn, doz.	0 10	0 15
Cucumbers, Can., 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 75	1 25
Cabbage, Canadian, doz.	....	0 40
Carrots, new, basket	....	0 25
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, doz.	0 30	0 85
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	....	0 50
Mushrooms, lb.	....	0 75
Onions—		
Spanish, crates	....	5 50
Do., Canadian, 75-lb.	....	2 25
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	....	1 50
Sweet, hamper	2 00	2 25
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	2 00	3 00
Tomatoes—		
11-qt., No. 1	0 30	0 35
6-qt., No. 1	0 20	....
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 25	0 40

MANITOBA MARKETS

WINNIPEG, October 10.—Jobbers report that as far as the dealer in the country is concerned, conditions are very good, and the outlook is for a splendid year. One of the factors which is helping to make this a good year for the country dealer is that the farmer who used to hold his grain for speculation has no object this year in holding it. Grocers report that large accounts which used to be carried over into the new year, are being paid for promptly, as well as accounts up to date, and these are cases where men used to hold their corn for speculation. This is a factor which will affect the retailer right through the country, as well as the wholesaler, and will make for better business; the farmer will have more money, and will spend it.

An unexpected market change took place this week: a drop of 30c per case in the price of Campbell's soups. This does not include tomato soup, which is off the market temporarily, probably due to the very heavy demand. Prices were withdrawn last week, and the trade was not clear as to whether this indicated an advance or decline. The news of the decline came rather as a surprise. Crisco has advanced again, and is now $10.05 per case.

Dealers In Doubt; Buy Sugar Carefully

Winnipeg.

SUGAR.—Opinions seem to differ regarding what is likely to happen to this market. The price of raws has dropped considerably in Cuba, but the supply is limited; because of this decline in the price of raws, there was a feeling among the trade last week that price of refined sugar might come down, and consequently

there was very little buying taking place. Representatives of refiners, on the other hand, felt that the decline was unlikely, pointing out that refiners had bought raw sugar three months ahead, and that the sugar they would be using for the next month would be that for which they had paid a very high price. With the arrival of Louisiana and beet sugars at the end of this month, the trade feel sure that the market will be much higher.

A large wholesaler was asked for his opinion on the sugar situation, and he replied that it was very difficult to express an opinion. He was inclined to think that towards November there would be a decided falling off in price. He stated that the retailer was buying only as required, and he believed we had passed the period of big demand.

No Change In Syrup Quotations

Winnipeg.

SYRUPS.—There has been no change in the price of corn syrup or cane syrup. It seems that there is difficulty in securing supplies of corn, and the fact that a big crop is reported has not yet reduced the price of corn syrup.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Embargo On Figs; Old Crop Selling 8c

Winnipeg.

DRIED FRUITS.—Many sales of Portuguese Tapnet figs have been made, but advice was received this week to the effect that an embargo had been placed on these figs by the Portuguese Government. The trade will, therefore, be compelled to rely on California figs, and the price is likely to be high. Wholesale houses report that they have some old crop Portuguese figs to offer which have been held in storage in the East, and are in good condition. These they are offering to the retail trade at 8c, and are said to be the best value in dried fruits on the market. Evaporated apples are just about off the market, and new stock is hard to procure. There may be some available about the middle of November, but prices will be very high. Prunes have firmed up in California, and those who looked for lower prices on prunes two weeks ago, are inclined now to think that they will hold firm. There is a firm feeling about Australian currants, and it will be very hard for dealers to secure stocks of these at 19½c now. Price is more likely to be 21c or 22c. Dates are going to be very firm this season, and the prices being quoted are away above what they have been.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 11½
80-90s, 25-lb. boxes, per lb		0 12
50-60s, 25-lb. boxes, per lb		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb		0 08½
90-100s, 25-lb. boxes, per lb		0 10¼
80-90s, 25-lb. boxes, per lb		0 10½
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb		0 13⅞
Apples, 25-lb. boxes		0 14¼
Apples, 3-lb. cartons, each		0 52
Pears, choice, 10-lb. boxes, faced		0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box		2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes		0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded		0 12⅜
16 oz. choice, seeded		0 11⅞
12 oz. fancy, seeded		0 10
12 oz. choice, seeded		0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's		0 11¼
3 crown, loose, 50's		0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes		0 10½
3 crown, loose, 10-lb. boxes		0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.		0 22
Candied orange, boxes, lb.		0 25
Candied citron, boxes, lb.		0 30
Cut mixed, 7-lb. boxes		0 28½

Slight Drop In White Bean Prices

Winnipeg.

DRIED VEGETABLES.—It is stated here that Burmah white beans will be an unknown quantity in a short time as the Government prohibits the export, and in order to effect this have stopped the means of transferring money to Burmah. It is stated that the reason for this is that the British Government is anxious to use these beans for the troops. It is generally admitted among the jobbers in Winnipeg that there has been a slight reduction in the price of beans; quotations are as low as 7.00, and the firm quoting this price is said to have a fair stock. Price of Lima beans is holding up, being quoted at 17½c per lb., in 80-lb. bags for large size. It is not expected that there will be any lower price on Lima beans until December, and then reductions will not be very large and whole green peas are off the market, at least it is very hard to find any wholesaler in Winnipeg who has peas to offer. New crop will not arrive until November, and then the price is expected to be higher still.

Barley—	
Pearl, 98-lb. bags, per bag	7 75
Pearl, 49-lb. bags, per bag	3 90
Pot, 98-lb. bags, per bag	5 50
Pot, 49-lb. bags, per bag	2 80
Pot, 24-lb. bags, per bag	1 45
Beans—	
Lima, large, about 80-lb. bags, per lb.	0 17½
Lima, small, 100-lb. bags, per lb.	0 14
Manchurian, white, hand picked, per bu.	7 00
Bayo, California, 100-lb. sacks, per sk.	5 75
Peas—	
Split, 98-lb. bags, per bag	11 25
Whole, yellow, soup, 2 bu. bags, per bu.	5 00

Higher Prices Quoted On Shelled Nuts

Winnipeg.

NUTS.—A Winnipeg wholesale house has put new prices into effect on shelled nuts, which they state are tending upwards, and are very difficult to get. They also state that future prices are much higher than those prevailing now, and where wholesalers are carrying stocks over from last year, they are not buying. The new quotations referred to above are Spanish Valencia Almonds, 44-45c, and French Bordeaux Walnuts, 58-59c.

NUTS—IN SHELLS.

Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.		0 15½
Fancy roasted, fresh, lb.		0 17¼
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15

NUTS—SHELLED.

Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 45
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 59
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.		0 14½

Wholesalers Paying The Higher Price For Rice

Winnipeg.

RICE.—There have been one or two advances lately in the price of rice sufficient to indicate to the trade that high prices are on the way, but it will not be long before higher prices than these will be quoted, as many wholesaler's contracts with the mills have expired. Quite a number have come into the market to buy rice at the higher figures, and considering that rice is selling to-day at more than twice what it sold a year ago, the retailer will get some idea of what prices to expect. A number of sales have been made this week of tapioca, and the prices obtained have been higher than any yet quoted in the past. This tapioca will cost the retail grocer at least 15c, whereas tapioca is quoted at 14c to-day.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08¾
Choice Japan, 100-lb. bags		0 07¼
Siam, 100-lb. bags		0 07
Siam, 50-lb. bags		0 07⅛
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

Featherstrip Likely To Cost The Dealer 30c

COCOANUT. — Featherstrip has been jumping to high levels during the past week, an advance of 5½c-6c having taken place within two weeks. Price to the retailer to-day is 23c, which can be considered a very low price. If the wholesaler based his price on what he is paying to-day he would be getting about 30c. The higher price is attributed to scarcity of tonnage and short supplies.

Expect Tomatoes And Corn Will Open High

CANNED GOODS.—There is a feeling

(Continued on page 44.)

FLOUR AND CEREALS

Flour Market Is Briskly Busy Now

Montreal.

FLOUR AND FEEDS.—With business brisk in flour at present the market situation is unaltered from that of the past week. The fixing of the millers' margin at 25 cents a barrel for flour has had the effect of removing a certain indecision and uncertainty and things are reported to be going smoothly now. The settling of the strike at Fort William has removed anxiety as to cars which are being badly required in the West. An important point in regard to Government regulation of flour business is that millers may not book orders for delivery beyond a thirty day limit which is strictly enforced. Formerly the understood thirty days used to run into as much as 90 days when customers did not accept delivery as at first intended. Now shipment must without fail be made within 30 days. The shortage of low grade wheat for feed purposes is most marked. High grade wheat is in far higher proportion to the bulk of the crop this year, and one of the large Montreal milling concerns has completely withdrawn low grade wheat for feed purposes from lists. The impending embargo on corn in the United States will if it becomes effective, throw an added strain on the demand for bran for feeding purposes. In regard to the other feeds the market keeps firm as ever with demand growing stronger. Winter wheat flour has declined a dollar a barrel for fancy patents and 50c a barrel for 90 per cent. in wood. For 90 per cent. in bags the price is not so much varied but a shade easier is quoted for new wheat. A small offering of low grade winter wheat suitable for feeds is available on Montreal markets at $3.25 to $4.00 per 98 lb. bag.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	....	12 50
90%, in wood	....	11 50
90%, in bags	....	5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Rolled Oats Firmer; Cornmeal Easier

Montreal.

CEREALS.—In the main the market for cereals remains steady this week as compared with the past week. One or two slight variations of price are noticed in rolled oats which are firmer and corn-meal which is easier. It has been possible to buy (yellow) cornmeal in considerable quantities according to authoritative sources at prices below the quotations of the wholesale trade at present, but the average retailer has not been able to take advantage of such markets for small quantities. There is a rumor of an impending embargo upon American corn products. The States have a crop some hundreds of millions of bushels ahead of last year's crop, and this will help out other cereals which are short, but may not mean very markedly easier markets for corn if an embargo becomes effective. Barley, which has been easier in some markets, is reported steady in Montreal for the present.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	....	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 35	4 60
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Regulation May Not Affect Price

Toronto.

FLOUR.—Millers are quite generally in agreement over the fact that the new regulation of the Food Controller fixing the clear margin of profit at 25c per barrel will not materially affect the price of flour to the consumer. The Food Controller and the millers have not yet agreed on the prices that are to be named for the three grades of flour but the opinion is expressed that if any reduction is made it will probably be not over 10c to 15c per barrel and that present prices will be those which will prevail in large measure for some time to come. Mills are now busy, some of them with domestic business and others with orders on Government account. A good demand for flour is reported on the whole. Millers look with equanimity as to the margin they are to be allowed, as they point out that taken all in all it is a fair margin. Prices on Ontario flour were slightly easier during the week, the range on high patents being from $10.10 per barrel to $10.35 in carload lots.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.10-$10.35	$10.30-$10.35
Second patents	10.15	10.35

Demand On Cereals Reported Improving

Toronto.

CEREALS.—With the coming of cooler weather, mills report the demand on bulk cereals improving. Prices held uniformly steady during the week. Corn products were also maintained in a steady position although reports of an enormous crop of corn in the United States continue to give an easier tone to future prospects. U.S. Government reports place the increased yield of corn at 620,000,000 bushels greater than last year. The entire crop is estimated at slightly over 3,200,000,000 bushels. When this corn begins to come in the market easier price on corn products should be in order.

	Less than car lots	
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.	....	5 00
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 10	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 10	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Feed Demand Is Expected To Increase

Toronto.

MILLFEEDS.—With the coming of cooler weather and the drying up of pastures millfeeds are expected to be in heavier demand from this time forward. Prices held steady during the week under the stimulus of considerable milling of flour. Prices of millfeeds are pointed to as a very important factor in the fixing of a price for flour and millers asset that a price for flour cannot be established without establishing a price for millfeeds at the same time. Whether this will be done remains to be seen.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	....	3.05-3.30

Bran And Shorts Decline To $34 And $38

Winnipeg.

FLOUR AND CEREALS. — At the time of writing the Government had not announced a price on flour any different to that announced by the millers two weeks ago. The most that could be learned was that the Food Controller would only allow the millers a certain profit, and it was on that profit that the

mills had figured their last quotations. Despite the uncertainty, the trade are buying fairly freely. Rolled oats continues to sell at 3.75 for 80's. There has been a decline in bran and shorts to $34 and $38 respectively, despite the fact that supplies are hard to get, and the demand is heavy.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX	....	8 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

WEEKLY GROCER MARKET REPORTS

(Continued from page 42.)

in Winnipeg that the pack of tomatoes and corn will be small, and prices open high. In anticipation of this the trade are buying up all the old pack they can lay hands on, and there is no disposition on the part of jobbers to clear out their stocks in large quantities. New prices are expected on tomatoes and corn shortly, as well as on a number of fruits.

Keen Competition For Unlabelled Salmon In B.C.

Winnipeg.

CANNED SALMON. — A prominent broker, who is the representative in Winnipeg for one of the largest packers of salmon on the Pacific Coast, has just returned from B.C. and states that salmon is very hard to procure, and he found keen competition for small packs on unlabelled goods; there were twenty buyers for every offering, which naturally resulted in fabulous prices. He was of the opinion that the Canadian trade had been handled very fairly by the packers, as they could have sold every case at a very handsome profit. Most Canadian jobbers, he said are in a fairly satisfactory position as regards salmon considering the high prices obtaining, as they are not looking for the same turnover as in previous years on account of the high prices. Cohoes are particularly scarce this year, and the Canadian demand for this fish this year is about ten times that of previous years. On account of the scarcity of sockeye last year, many people switched to Cohoes, resulting in a heavy demand this year. Now it is difficult to get either Cohoes or Sockeyes. Reports reaching here are to the effect that the corn crop has been damaged by frost, and that the tomato crop is late. It is pretty certain now that opening prices are going up high on both corn and tomatoes.

Expecting An Advance In Price Of Potatoes

Winnipeg.

FRUIT AND VEGETABLES.—Potatoes, which have been quoted at 75c per bushel, have shown a firmer tendency, and wholesalers were expecting an advance; they are predicting a price of $1 per bushel before very long, attributing this to market conditions of supply and demand. Sweet potatoes have arrived on this market from Virginia, and are bringing $6.50 per bbl. Last week the supply was not very plentiful, but it should improve this week. New lines arriving are: Imported pumpkins and squash, bringing 4c per lb., California head lettuce, which will probably open at $1.50 per dozen, and California tomatoes at $2.75-$3 in lug boxes of 25 lbs. New fruits coming on are D'Anjou pears from Oregon, selling at $4.25 per crate. Changes in quotations are B.C. plums, 4-basket crates, which are down to $1.55; Tokay grapes, $2.25, and Washington peaches at $1.25 per crate. Italian prunes vary in price from $1.25 to $1.35 per 18-lb. box.

Celery, B.C., lb.	....	0 09
Corn, imported, doz.	....	0 40
Egg plant, doz.	....	1 50
Potatoes, new	....	0 75
Potatoes, sweet, bbl.	....	6 50
Pumpkin and squash, lb.	....	0 04
Carrots, new, bag	....	3 50
Turnips, new, bag	....	2 75
Head lettuce, Cal., doz.	....	1 50
Tomatoes, Cal., box 25 lbs.	2 75	3 00
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	3 00
Fruits—		
Apples, crab, Hislop, box	....	2 25
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Canteloupes, flats	....	2 50
Canteloupes, standard, 45 to case	....	5 00
Pears, Washington Bartlets, crate	....	2 50
Pears, D'Anjou, crate	....	4 25
Plums, Tragedy, crate 4-basket	.....	2 00
Plums, Washington	....	2 00
Plums, B.C., 4-bkt. crates	....	1 50
Italian prunes, 18-lb. box	1 25	1 35
Apples, Southern, bbl.	....	7 00
Apples, Cal. Gravenstein, box	....	2 75
Apples, Wash., assorted varieties, box	....	2 25
Grapes, Tokay	....	2 25
Peaches, Washington, crate	....	1 25

Mostly Storage Turkeys Sold For Thanksgiving

Winnipeg.

FISH AND POULTRY.—There was a heavy demand for turkeys, for Thanksgiving trade, but most of those sold were from storage, and retailed from 25c to 30c. While salmon has been rather hard to get, it is coming in very freely now, but is still selling at 20c. There are no changes in the price of fish.

Haddock, frozen	....	0 09
Whitefish, lb.	....	0 12
Salmon, frozen	....	0 16
Salmon, fresh	....	0 20
Halibut, fresh	....	0 19
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 16
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 13½
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Broilers, lb.	....	0 30
Fowl, lb.	0 18	0 20

The Canadian Department of Trade and Commerce has been instructed that the Australian Government has lifted the embargo on apples. Permission is now granted for the importation from Canada of 4,000 boxes early in October, and 6,000 boxes for a late November sailing.

MILLERS PROFITS LIMITED

Food Controller Allows 25c a Maximum Average Profit on Milling of a Barrel of Flour

According to an announcement by Food Controller W. J. Hanna, the net profits of Canadian millers after November 1 will be limited to a maximum average of 25 cents on the milling of sufficient wheat to make a barrel of flour of 196 pounds and the offals produced in connection with such milling. It is also announced that every mill with a capacity of 100 barrels per day or more will be required to obtain a license from the Food Controller. For mills with a capacity of between 50 and 100 barrels per day the licensing will be optional. A detailed sworn statement of costs of manufacture and profits on sales will be submitted by every licensed establishment each month, and the suspension or cancellation of license is provided as a penalty for failure to comply with any of the regulations.

After several conferences with all branches of the milling trade, Mr. Hanna also has stated that he will select and approve three standard grades of flour, one or more of which will be required to be manufactured by all licensed mills. One grade will be that made from Manitoba Spring Wheat; the second will be a blended flour from a mixture of Manitoba Spring Wheat and Ontario winter wheat; the third will be made entirely from winter wheat. The standard grades will be of first-class quality suited to all purposes and will represent a higher percentage extraction than the white flour now in general use in Canada. Maximum cash prices will be set for them, such prices to be f.o.b. cars on track at point of delivery or the equivalent at point of origin.

Since Friday October 5 no mills have been permitted to make any contract of sale for shipment more than 30 days ahead. Mr. W. Sanford Evans has been appointed by Mr. Hanna to supervise the arrangements with the millers, and a special committee of the latter has been named to act in an advisory capacity to the Food Controller and on behalf of the mills. It is expected that by November 1 Mr. Hanna will have sufficient information to hand to name the prices for the three standard grades of flour. In this connection it is stated the mills will be permitted to manufacture their regular brands of flour, consisting of higher or lower quality than the standard grades, but that such manufacture will be subject to the same general provision as to profits.

The Food Controller has declared himself in favor of bulk purchasing where small quantities of flour and other cereals are required. Mr. Hanna intimated that action may be taken along this line as the small sack or package trade involves a needless waste and enhancement of cost to the consumer.

The special committee of the millers consist of General Labelle and Messrs. Black, Hutchinson, MacFarlane, Campbell, Goldie, Moore, Watts, Gray and Sinclair.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 9.—October business was fairly brisk in most lines. There was no turkey for Thanksgiving but other lines for dinner sold well. Nothing has been done yet about fixing the price of potatoes by controller. They are selling slowly at $1.50 to $2. for a ninety pound sack. Peaches cleaned up well. Pears are slow. Apples are selling at a rate which indicates that they are going rapidly in home consumption. Flour has been easier and is now $11.30. Rice continues to sell well. Siam is $135, Japan $150 to $170 per ton. There is no change in the price of beans but a large consignment of Manchurian was condemned by inspectors. Some fresh stocks of spices have been received which are a little easier.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per bag	1 50	2 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 47
Eggs, new-laid, in cartons, doz.	....	0 57
Cheese, new, large, per lb	....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 9.—Crisco continues to climb; an advance of twenty-five cents on the fourth and twenty-five to-day makes the price $10.30 per case. Small white Burmah beans are quoted to arrive at 10c per pound. Tapioca and sago are easier, the quotations being twelve cents. Gallon tomatoes are now offering at four dollars a case of six. New pack Haiwaiian pine apples, two's have now arrived at $5.75 per case. As high as $15.50 is now being asked for sockeye salmon, tall ones. Pot and pearl barley, twine, cocoanut and back bacon are slightly higher this week. Evaporated pears are twelve to fifteen cents.

CALGARY:		
Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 12
Sago, lb.	....	0 12
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	14 00
Eggs, No. 1 storage, case	....	12 70
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	....	3 75
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case	7 75	8 50
Salmon, Sockeye, tall, case	....	15 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Oct. 9.—Potatoes are offering in larger quantities but farmers are endeavoring to secure something like last year's prices. Sales are still running at $3 with some at $2.75. Owing to the uncertainty regarding the action of the International Sugar Commission New Brunswick and Nova Scotia sugar refineries have slowed down on the purchase of raw sugar until stocks are low and are accepting no orders this week. The situation is expected to be cleared up shortly. Rice is again up and is now $8.50 to $8.60 per hundred. Compound lard is firmer at 22½ to 22¾ cents. Domestic sardines advanced to $6.25.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 00	9 10
Beans, yellow-eyed	8 25	8 30
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 29	0 29½
Lard, compound	0 22½	0 22¾
American clear pork	59 00	65 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 50
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 62	0 64
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, American, bbl.	....	....
Apples, N.S., bbl.	3 00	3 50
Potatoes—		
New, native, barrel	2 75	3 00
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.	2 90	3 00

WANT MARGARINE ON FREE LIST

Because of increasing cost of both dairy and creamery grades of butter the Executive Committee of the Windsor Chamber of Commerce has under consideration the advisability of asking the Government to place oleomargarine on the free list. The matter was formally brought to the attention of the members by George S. Nairn, a leading Windsor grocer, who declared the laboring man was unable to pay the present high prices for butter and a substitute must be found.

BRITISH CHEESE PRICES FIXED

The British Food Controller has fixed maximum wholesale price of all whole-milk cheese on and after October 1 at 137 shillings per 112 pounds, with exception of ripened Stilton cheese and Wensleydale cheese, first-hand price of which shall not be less than 1 shilling 7 pence per pound, and Caerphilly cheese 124 shillings per 112 pounds. On and after November 1 maximum first-hand price of whole-milk cheese with foregoing exceptions shall not be less than 142 shillings per hundredweight, whole-milk Caerphilly cheese 129 shillings.

FOOD LAWS TO BE ENFORCED

Canada's Food Controller has announced that regulations recommended and approved by order-in-council are now part of the law of the land and as such should be enforced by the regular police authorities. Allegations of laxity in connection with the enforcement of the food laws are now being brought to the attention of the Attorneys-General in each of the provinces.

SHORTER MILK CONTRACTS

The U. S. Food Administration authorizes the following:

Milk contracts affecting the prices producers will receive for their product may henceforth be on a monthly basis instead of for a period of six months, as customary. Following a conference between the Food Administration and a committee representing nearly 100,000 organized milk producers, the officers of the principal dairymen's organizations will recommend to their membership the monthly contract plan.

PRODUCE AND PROVISIONS

Lard Has Advanced Another ½ Cent

Montreal.

PROVISIONS.—While there has been a slightly quieter tone to the market for live hogs of late, the indications are still towards firmness. Live hogs sold a little easier during the past week, some of the best being marketed at from $18.25 to $18.75 per 100 lbs., and some less well finished hogs fetching lower prices. The supply and finish are still unsatisfactory. There is a steady tone of strength to the market for the meats and hog products. Lard advanced half a cent a pound, but shortening remained steady. The meats are steady at prices as quoted last week. Reports from the British market have given the impression of scarcity of hog-products over there, and that there is an outlook for extra demand for export is believed. This would tend to increase prices, but while the market for hogs is easier prices for the product will meantime remain steady.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 28¾
Shortening—		
Tierces, 400 lbs., per lb.	0 21½	0 21¾
Tubs, 50 lbs.	0 21¾	0 22
Pails, 20 lbs., per lb.	0 22	0 22¼
Bricks, 1 lb., per lb.	....	0 24

Good Demand and Supply in Poultry

Montreal.

POULTRY.—Quotations for poultry remain unaltered this week. There were good deliveries for Thanksgiving Day, and business in dressed poultry was reported good. Stocks have been dwindling in cold storage the effect of the restrictions on meat consumption having stimulated consumption of poultry as a flesh food. Agricultural statistics for the Province of Quebec show that there has been a considerable increase in the number of poultry stocked on the farms of the Province, and this should tend to maintain a fairly moderate market for this food stuff for some time. Deliveries of live poultry are now on the increase. It is too early yet for packers to begin putting away poultry in cold storage.

Poultry—		Dressed
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Egg Market Continues Steady to Firmer

Montreal.

EGGS.—Receipts of eggs in Montreal for the week ending October 6 were 7,366 cases. For the previous week the receipts were 5,986 cases, and the receipts for the corresponding period of last year were 25,594 cases. There is a falling off in total production of eggs for the year to date as compared with the previous year to this date of about 160,000 cases. The market continues firm and with quotations maintained at the levels of last week. Some more export demand is reported developing, and as space is available on vessels crossing the Atlantic shipments of eggs are expected to be frequent. Domestic demand is considerable, and being met out of storage stocks more now. Fewer western eggs are arriving. The outlook is towards higher egg prices as the fall advances, but with fair steadiness of market meanwhile.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	....	0 40

Cheese Market is Still Unchanged

Montreal.

CHEESE.—The market for cheese is very steady, and without more feature than has been its characteristic since the Commission fixed prices. Export demand keeps up to the usual standards, and a good steady business is being done at the usual small margins for the middlemen. Owing to the advance of the fall and the chilly wet weather of late milk production has been smaller, and milk has advanced in price. The make of cheese in some districts is falling off in quantity. For the week ending October 6 there were received in Montreal 61,965 boxes of cheese over 6,000 boxes less than in the previous week, and over 11,000 less than for the corresponding week of 1916, although 5,000 boxes came from the United States last year. Twenty-one and a quarter cents is still the Commission price for No. 2 cheese in the country, and a quarter of a cent higher for No. 1 cheese. Twenty and three-quarter cents is paid for No. 3 cheese. Prices to the retail trade are as follows:

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Market in Country was Easier

Montreal.

BUTTER.—Although seemingly on the climb towards a 50 cents figure in the country, butter halted last week in its steady upward career, and prices slacked off a shade in the market centres out of town. The decline in country prices was only from a quarter to five-eights of a cent per pound, and was not entirely reflected in prices paid at city auctions, but it would seem as if the high level for butter had been reached for a time at any rate. The market has been mystifying merchants of late for it did not seem that the time had arrived for such high figures, but cost of feeds and country conditions generally in the line of high prices for produce, have been held responsible for the firmness in butter. In receipts for the week ending Oct. 6, 1917, there is a decrease of over 3,000 pkgs. as compared with the corresponding week of 1916, and an increase of just over 3,000 pkgs. as compared with the previous week. The receipts were 12,475 packages. Prices to retail are as under:

Butter—		
Creamery prints (fresh made)	0 46	0 46½
Creamery solids (fresh made)	0 45½	0 46
Dairy prints, choice, lb.	0 43	0 43½
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice)	0 40	0 41

Honey Supply in Country Not Great

Montreal.

HONEY, ETC.—The market for honey is steadily firming up. It is reported that stocks in the country are by no means large, and that not more than enough to meet ordinary demand is available for the market. Offerings of honey have been unusually slow in coming forward this season, but some transactions are taking place now, though at firmer prices than had been anticipated earlier. The stocks of maple syrup grow less, and there will be a shortage of this product again in the early part of the coming year. Prices of both honey and maple product may be expected to firm up a good deal before long.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 14
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 16
Clover, 60-lb. tins	....	0 14
Comb, per section	0 16	0 17
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Bacon and Cooked Meats Up

Toronto.

PROVISIONS. — Higher prices were made effective on backs, bacon, dry salt meats, cooked meats and mess pork during the week. Both compound lard and pure lard were in firm market, with higher prices recorded. Plain backs advanced 1c, breakfast bacon ½c, dry salt meats ½c, cooked meats from 1c to 2c per pound. Mess pork advanced $1 per barrel. There was a strong situation in pure lard, where an advance of ½c per pound was registered. Compound was also up a similar amount, and is now quoted from 22c to 23c per pound. Live hogs were down 50c per hundred during the week, fed and watered being quoted at $18.25, and off cars at $18.50. There was a fairly good run of hogs, and packers are looking forward to a good run during the new few weeks. Demand for meats of all kinds is reported good.

Hams—		
Medium	0 32	0 33
Large, per lb.	0 26	0 29
Backs—		
Plain	0 36	0 44
Boneless, per lb.	0 43	0 44
Bacon—		
Breakfast, per lb.	0 36½	0 38½
Roll, per lb.	....	0 30
Wiltshire (smoked), per lb.	0 35	0 39
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs, lb.	....	0 28½
Cooked Meats—		
Ham, boiled, per lb.	0 43	0 45
Hams, roast, per lb.	0 48	0 50
Shoulders, roast, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	50 00	51 00
Short cut backs, bbl., 200 lbs.	52 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27	0 27½
Compound tierces, 400 lbs., lb.	0 22	0 23
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars	....	18 50
Live, fed and watered	....	18 25
Live, f.o.b.	....	17 60

Butter in Good Supply But Prices Are Firm

Toronto.

BUTTER.—Although stocks of creamery butter that have been accumulating in the country have been large, there has been no weakness apparent. An increase of 41,250 packages of butter on October 1 over the same period last year ordinarily would give some ground for lower prices. There is, however, a persistent report that some 40,000 to 50,000 cases of butter are to be shipped into export this fall, and that factor is causing a buoyant market. Prices locally remained unchanged. Should the anticipated export business develop a still firmer situation may develop.

Creamery prints, fresh made	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Egg Supply Is Again Lighter

Toronto.

EGGS.—Commission men report the receipts of eggs during the week were lighter than the previous week, which seemed to them an indication that the big fall production has reached its zenith and is likely to decline from this time forward. There is plenty of storage eggs around to meet the needs of the trade. Eggs are sold to go into export, but when space will be available to ship them is still a problem for the future to clear up. Prices held steady during the week, and dealers anticipate there is not likely to be any lower prices in the immediate future.

Eggs—		
Selects, cartons	0 51	0 52
Selects, ex-cartons	....	0 48
No. 1, ex-cartons	0 45	0 46

Cheese Prices Were Held Without Change

Toronto.

CHEESE.—There was very little of interest in the cheese market during the week as the life has been taken out of the situation through the fixed price of the Cheese Purchasing Commission. Receipts of cheese at Montreal shipping port continued to mount up during the week, the increase amounting to 68,597 boxes as compared with 73,953 boxes at the same period last year. Total receipts for the year up to September 29 are 232,182 boxes less than last year. Locally prices remained unchanged with a steady demand reported.

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Chickens Plentiful But Help Was Scarce

Toronto.

POULTRY.—There were good supplies of spring chickens to reach the local market for the Thanksgiving trade but commission men were handicapped for want of labor to kill and dress them. As a result there was not the stocks available for retail trade that could have been disposed of. There was an excellent demand for chickens on the part of consumers but it could not be filled. Turkeys, ducks and geese were practically nil so far as arrivals for the holiday. Turkeys have not yet started to reach the market but are expected within the next two or three weeks. Prices remained unchanged, except in price being quoted for old ducks which were down 1c in certain quarters.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 13	0 17
Geese, live, lb.	....	0 12
Turkeys, old, lb.	....	0 16
Roosters, live, per lb.	0 15	0 16
Hens, live, per lb.	0 15	0 19
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 3 lbs. and over, lb.	0 20	0 22
Do., dressed, 3 lbs. and over.	0 25	0 28
Squabs, dozen	....	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Clover Honey Goes Up 1c *Pound*

Toronto.

HONEY—Higher prices were quoted in some quarters on clover honey, firmness being the tone of the market at an advanced quotation of 19c per pound. In 60-lb. tins there was also an advance, the range being quoted as high as 18½c. Buckwheat honey remained unchanged at 14c to 15c per pound in 60-lb. pails. Maple syrup is getting pretty well cleaned out of the local market, very light supplies being now available. The market for honey gives evidence of continued firmness for the balance of the season.

Honey—		
Clover, 5 and 10-lb tins	0 17	0 19
60-lb. tins	0 16½	0 18½
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 16 oz., doz.	2 00	2 10
Do., 16 oz., doz.	2 40	2 50
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

Now Drawing On Stocks Of Storage Eggs

Winnipeg.

PRODUCE AND PROVISIONS. — There is very little new in the hog market. Prices of hogs have been steady, and the run has been light. Price of pure and compound lard is 26½c and 21½c for tierces respectively. Eggs.—The supply has been rapidly falling off, and it is expected that all dealers will now withdraw from storage, in fact storage eggs are now being offered. The price being asked for new laids is 42c, and 40c for storage. The egg market is firmer. Creamery Butter. —Last week the market was very active, with a good demand from the Eastern provinces. Winnipeg prices to the trade were 43c-45c. Similar conditions exist in the Dairy butter market, and the price has risen in sympathy with Creamery. There is very little Creamery or Dairy butter being offered. Dairy prints are bringing 40c, and tubs 38c-39c. Cheese.— It has been expected that the British Commission would raise the price of cheese two cents per lb., but so far this advance has not gone into effect.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 37
Backs, regular	....	0 38
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 30	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26½
20s	....	5 70
Cases, 5s	....	16 42
Cases, 3s	....	16 50
Lard, Compound—		
Tierces	....	0 21½
Tubs, 50s, net	....	10 50
Pails, 20s, net	....	4 65
Fresh Eggs—		
New laids	....	0 42
Storage	....	0 40
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2.	....	0 42
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

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Del Monte
BRAND
EXTRA
QUALITY

A Profitable Line To Carry

One taste—and DEL MONTE canned fruits sell themselves. Your customers cannot help but like them. For with our modern canning methods we are able to imprison in each can the full flavor and deliciousness of the fresh fruit itself.

It is this excellence which has made DEL MONTE so widely known. Only the finest fruits of the best producing districts are selected for the DEL MONTE pack. Our model kitchens are located close to the orchards where the fruit can be packed the day it is picked, and no step which could make quality more certain is omitted from our canning methods.

The DEL MONTE line is complete, —canned fruits and vegetables, raisins, prunes, jams, jellies, preserves and specialties of many kinds.

It will bring you profitable business and satisfied customers, just as it has thousands of other grocers.

Wholesale distributers everywhere.

CALIFORNIA PACKING CORPORATION
San Francisco,
California

If any advertisement interests you, tear it out now and place with letters to be answered.

OVER 50,000 COPIES PER MONTH

Canadians

should be thankful that our Country has a Canadian Magazine fit to take its place in the company of the big American magazines — a magazine equalling in interest and literary merit the big magazines produced in a Country of 100,000,000, where it is possible to obtain $1,000 to $5,000 a page per issue or more for advertising space.

THE making of MACLEAN'S MAGAZINE month by month, year after year, has been hard labor. One difficulty was to get the right sort of matter—Canadian in origin and theme. A few years ago our country possessed few writers and artists of trained and high ability. To-day, thanks very largely to MACLEAN'S MAGAZINE, we have men and women writers and artists producing first-class work; they developed when they found a medium demanding a grade of work equalling the best contributors to American magazines. Also, the Canadian writers and artists who were finding a market for their wares in the United States turned to MACLEAN'S when this magazine showed itself to be a sufficient and creditable vehicle for their work.

The future has a good crop of A1 Canadian writers and artists in store, whose work will appear in MACLEAN'S; but consider these names of Canadian men and women who have already "arrived," and whose work appears in MACLEAN'S MAGAZINE:—

Sir Gilbert Parker,	E. Phillips Oppenheim,
Arthur Stringer,	Peter McArthur,
Arthur E. McFarlane,	L. B. Yates,
Stephen Leacock,	Geo. Eustace Pearson,
Robert W. Service,	W. A. Craick,
Alan Sullivan,	H. F. Gadsby,
Agnes C. Laut,	C. W. Jefferys,
L. M. Montgomery,	J. W. Beatty,
"Janey Canuck,"	Arthur William Brown,
A. C. Allenson,	Lou Skuce.

These are some of the names of Canadian men and women—writers and artists—who are doing work of the highest class, acceptable to the hardest-to-get-into publications of the United States. Ten years ago such a Canadian galaxy had no existence.

BESIDES these professional writers and artists—men and women who depend on their pen and pencil and brush for their livelihood—is a big host of others who write only when successfully urged to do so—because they have something to say that is worth saying. These are usually men in a big way of business, or professional men at the top of the ladder, or men and women doing unusual work of a most important sort—often obscurely because they are not self-trumpeters of their achievements or labors. For example, such men and women as:—

THE LATE SIR MORTIMER CLARK
JOHN BAYNE MACLEAN
ERMAN J. RIDGWAY
LORD NORTHCLIFFE
JOSEPH MARTIN, M.P.
BILLY SUNDAY

All these have contributed under their own name or a nom de plume to MACLEAN'S MAGAZINE in the last 12 or 15 months, recognizing that this magazine can give their messages to the whole nation, and to a class of persons whom they wish to reach.

NOBODY who knows MACLEAN'S would ever call it a story magazine, but rather a national magazine—almost a news magazine. Stories there are in every issue—enough of them to satisfy the right and natural desire for romance, adventure, achievement, business, love and intrigue. But the greater part of the contents of every issue of MACLEAN'S MAGAZINE may be called NEWS—NEWS of men and their work and triumphs; news of the nation's work and workers; news of discoveries; news of movements; news of politics; news of the builders and building of Canada. MACLEAN'S, as Canada's National Magazine, prepared for thinking and intelligent men and women, must be an informative and interpretive magazine, must mirror national opinion, record national affairs and developments, and be the VOICE of prophets, statesmen and leaders. MACLEAN'S is a magazine of to-day—a newspaper of a sort, dealing with big news passed over by daily newspapers whose function is the recording of the day's news—passing news; and who leave the fuller statement—the summed-up presentation of things they can but touch on—to MACLEAN'S MAGAZINE.

A Magazine *of* Power

News features of MACLEAN'S MAGAZINE greatly liked by its 50,000 readers are

The Business Outlook—article.
The Investment Situation—article
The Review of Reviews Department.
The Nation's Business.
Women and their work.

These are regular department features appearing in every issue of MACLEAN'S. They are of the nature of surveys or digests, and perform a service welcomed and praised by all readers who aim to keep themselves broadly informed concerning what's doing in Canada and what's being thought and said and done the wide world over.

REVIEW of Reviews is the outstanding feature of MACLEAN'S, in that it gives the best articles, in condensed form, from the best magazines of the world. A staff of trained people read and study the contents of all magazines and select for each issue of MACLEAN'S twenty or more articles which mirror the world's progress and present the changing aspects of world opinion.

IN rounding out this presentation of Canada's National Magazine a brief reference may be made to one large and discriminating and important class of contributors to it—advertisers. Literally hundreds of them employ MACLEAN'S for their advertising, to reach the influential classes represented by MACLEAN'S list of subscribers, and because they get national publicity economically. These makers and producers of goods of national consumption appreciate the fact that a select circulation of 50,000 gives them, among the most important families of Canada, strong local publicity as well as broad national publicity, and that retail distributors are both canvassed and assisted by their national advertising in MACLEAN'S MAGAZINE. They recognize that $1,000—$3,000 invested in space in MACLEAN'S MAGAZINE to buy 365-day national influence is dirt cheap publicity.

THIS is but condensed presentation of MACLEAN'S MAGAZINE. Very much more can be said about its editorial policy and character, about its making, about its quest for and development of new contributors, about the policy that keeps canvassing methods and advertising columns clean, about the hearty approval of subscribers of MACLEAN'S MAGAZINE, about the significance of 50,000 circulation, about the wisdom of doing a "little advertising in a few magazines" as an initial step in national advertising plans; about the advertising of MACLEAN'S MAGAZINE in all the MacLean Publishing Company's list of business and technical newspapers, about the influence of MACLEAN'S MAGAZINE on distributors.

But time and space forbid here and now a continuation of the MACLEAN story.
What is enough to be impressed is—

MACLEAN'S MAGAZINE

Canada's National Magazine

143 University Ave., Toronto

Union Trust Bldg., WINNIPEG Boston New York Chicago London, Eng. Southam Bldg., MONTREAL

CENTURY SALT

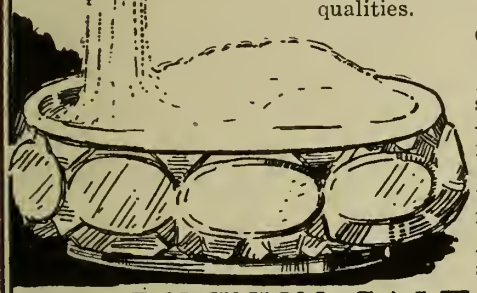
TRADE MARK

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

Are you supplied?



THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Don't hide the fact that you sell

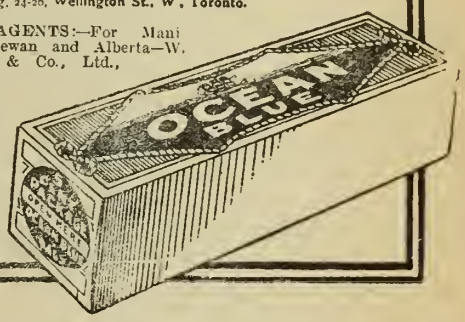
OCEAN BLUE

You never know how many sales you may have lost until you keep it prominently placed. Keep good stocks, and

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Grav Building, 24-26, Wellington St., W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



More Goods Are Sold Under the Evening Lamp at Home Than You Dream of

OUR fall and winter advertising is now appearing in the leading Canadian magazines and newspapers and will be read by the majority of the families in your own locality. It cannot fail to strengthen and increase the already large demand for

McCormick's JERSEY CREAM Sodas

BRANCH WAREHOUSES:
Montreal,
Ottawa,
Hamilton,
Kingston.

Manufactured only by
The McCormick Manufacturing Co., Limited.
General Offices and Factory: London, Canada.

BRANCH WAREHOUSES:
Winnipeg,
Calgary,
Port Arthur,
St. John, N B.

If any advertisement interests you, tear it out now and place with letters to be answered.

They don't keep shop —they sell things

¶ That is the kind of dealers who subscribe for and read a paper like CANADIAN GROCER.

¶ They are the men who are the successes in the grocery business. They want to know all there is to know about the business they are engaged in, all about the goods they sell, all about the manufacturers who produce the goods they have to recommend to their customers.

¶ They don't buy goods just because they are largely advertised to their customers, they investigate the merits of the article especially in these days of scarce goods and substitution.

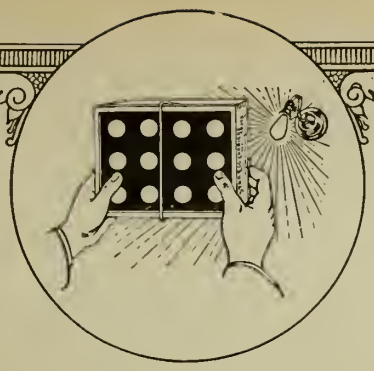
¶ These live men who influence the buying of thousands of families will read the annual Fall Number with keen interest.

¶ They know these numbers are full of real information; they know they can obtain timely suggestions and ideas that help increase sales; they know that the advertising pages are filled with messages from manufacturers who want their business and the arguments in favor of any particular line advertised are read with interest. Their business future depends on the successful selling of such articles.

¶ You, Mr. Manufacturer, what are you going to say to these merchants in the Fall Number that will help them sell more of your goods in the coming busy season?

¶ This Number closes up tight on October 23 at noon. You owe it to your business to be represented. It is business insurance for the future.

CANADIAN GROCER.



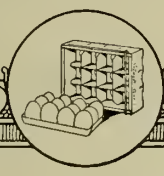
The Star System

For Safe Egg Handling

Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

We can show you a dozen other equally as good reasons why you should be using Star Egg Carriers and Trays. Write us.

STAR EGG CARRIER & TRAY M'F'G COMPANY



JAY STREET ROCHESTER NEW YORK

Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ltd., Delectaland, Watford, England. 403

A neat little seller for your window and counter displays

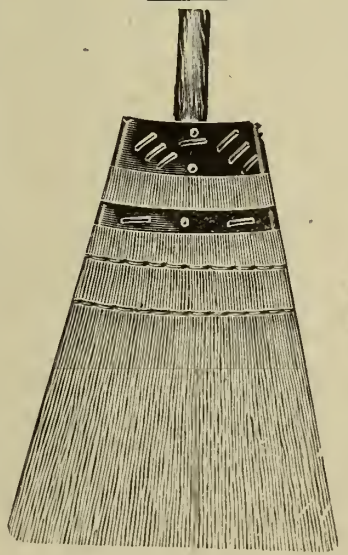
The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited

OWEN SOUND, ONTARIO

TRADE MARK KEYSTONE BRAND REGISTERED



We've got it

Railways, factories and foundries demanded a broom that would stand the heaviest kind of sweeping without the corn becoming broken or cut at the shoulder.

Keystone Stapled METAL CASE BROOMS

are filling the bill to perfection. 8 styles for particular needs and every one a winner.

Write for prices, etc.

STEVENS-HEPNER CO., LIMITED

Port Elgin, Ontario

The "Metal Case" Broom is only one of the famous Keystone Brand Brooms and Brushes.

If any advertisement interests you, tear it out now and place with letters to be answered.

The best

Orange Marmalade

is

Wethey's

Are you selling it?

MR. CLERK
YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of **clerks** throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no **obligation**, we'll be glad to tell you all about it. Drop us a line **To-Day.**

The MacLean Publishing Co.

Dept. C.G. **143-153 University Ave.**

Toronto **Canada**

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce. 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

War-Time Economy Calls for Honest Quality Goods

—*We Make Them*

The use of fillers and adulterants in soaps, cleansers, etc., may be defended on some counts, but certainly not if the interest of the people is considered. Lever Brothers' goods are guaranteed pure and made only of the highest quality materials. They give your customers 100% value for their money.

Matchless for Purity and True Economy — Sunlight and Lifebuoy Soap

Better, purer soaps than these could not be made. Their increasing sales indicate that more and more people are realizing this fact. The grocer who pushes them is doing a genuine service to his customers—and to himself.

Lever Brothers, Limited, Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

A First acquaintance means a lasting friendship

When your customer buys a bottle or two of

MARSH'S GRAPE JUICE

you can anticipate many profitable re-orders.

Marsh's has the pure Concord quality that "gets" them all—every time.

Five case lots or more delivered prepaid to any part of Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario Agents.

Rose & Laflamme, Ltd.
Montreal, Que.

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.
Cambridge Sausage, 1s, $4; 2s, $7.75.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.
Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.
Ox Tongues, Glass, 1½s, $13; 2s, $15.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals. 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

INCREASED PROFITS
OTHER GELATINE
KNOX SPARKLING ACIDULATED No. 3 GELATINE
KNOX PLAIN SPARKLING No. 1 GELATINE
HIGHEST MEDAL WORLD'S FAIR
CHARLES B. KNOX CO.

Knox Sparkling Gelatine Leads All Others in Sales and Profits for Grocers

Knox Sparkling Gelatine is firmly established in favor with the consumer because it is big value, pure quality and uniformly satisfactory, so steady sales are certain, and our persistent advertising is always making new customers. Take advantage of these conditions and *push its sale;* you will not only find it easy to secure lots of sales, but the profit you make out of the new retail price of 20 cents makes **Knox Gelatine** one of the best paying articles you can sell.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.

HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

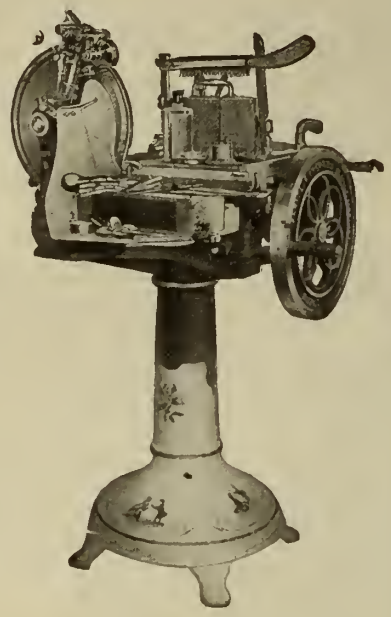
For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup 2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	8.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bars, 6½s; boxes, 5½ lbs.	0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 85
Forest and Stream, 1-lb. glass humidors	1 00
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70

PEACHES

The Very Best Quality

Arriving Daily in Large Quantities

Prices Reasonable

GRAPES

Commencing to Arrive

Supplies Increasing

Prices Lower

HUGH WALKER & SON

Established 1861 **GUELPH, ONT.**

FIRST OF SEASON

Cape Cod Cranberries
Jamaica Grape Fruit
New Spanish Onions
New Brazil Nuts

The best of everything in the Fruit Line.

WHITE & CO., LTD.
TORONTO

Main 5529

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.
Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

We are offering the best value in Rice on the Canadian market to-day.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

TWO GOOD GENERAL STORES FOR SALE in prosperous localities, both doing a highly profitable business. One on C.P.R. and the other 7 miles from London. Either can be bought right. Apply the Western Commission Co., London.

A GOOD GENERAL STORE BUSINESS FOR sale—in a good paying farming community, 30 miles north of Regina. Stock $8,000. Annual turnover $24,000. Property consists of 2 stores adjoining. One with good living rooms. $4,000 cash will handle. Balance can be arranged. Apply Box 258, Canadian Grocer.

GROCERY AND AUTO SUPPLIES IN A country town doing a business of about $300.00 weekly; can be increased by right man. A good large corner store and nice flat above store, and a double garage. Will sell store at $4,000.00; about $2,000.00 stock and fixtures. Can give part terms. Apply Box 257, Canadian Grocer.

TO RENT

TO RENT—FURNISHED HOTEL, VILLAGE 6 Miles from London, Ont., main road to Goderich. Good stand for butcher or baker. Apply L. Hudson, R. R. 2 London, Ont.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

WANTED

WANTED TO PURCHASE
TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM.
FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

Trade Papers are Pioneers of Business Expansion

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

COCOANUT
Standard Cocoanut Mills
E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS'
Worcestershire Sauce
Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

INCREASE YOUR PILE
by diminishing your book debts. Too much credit is bad and puts a premium on bad accounts.
WE CAN GET BACK YOUR MONEY
If you will only authorize us to do so.
Can collect anywhere. Our organization is big enough.
Special Forms Will be Mailed You on Request.
The Nagle Mercantile Agency
WESTMOUNT (Montreal), QUE.

W. C. Edwards & Co., Ltd.
OTTAWA
ONTARIO
Manufacturers of
BOX SHOOKS

If any advertisement interests you, tear it out now and place with letters to be answered.

KING GEORGE'S NAVY

CHEWING TOBACCO

is worthy of your best recommendation

You needn't be ashamed or afraid to "boost" this fine, satisfying "chew." It will back up your very strongest claims, and so satisfy that steady repeat sales are certain.

Order a trial supply now.

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

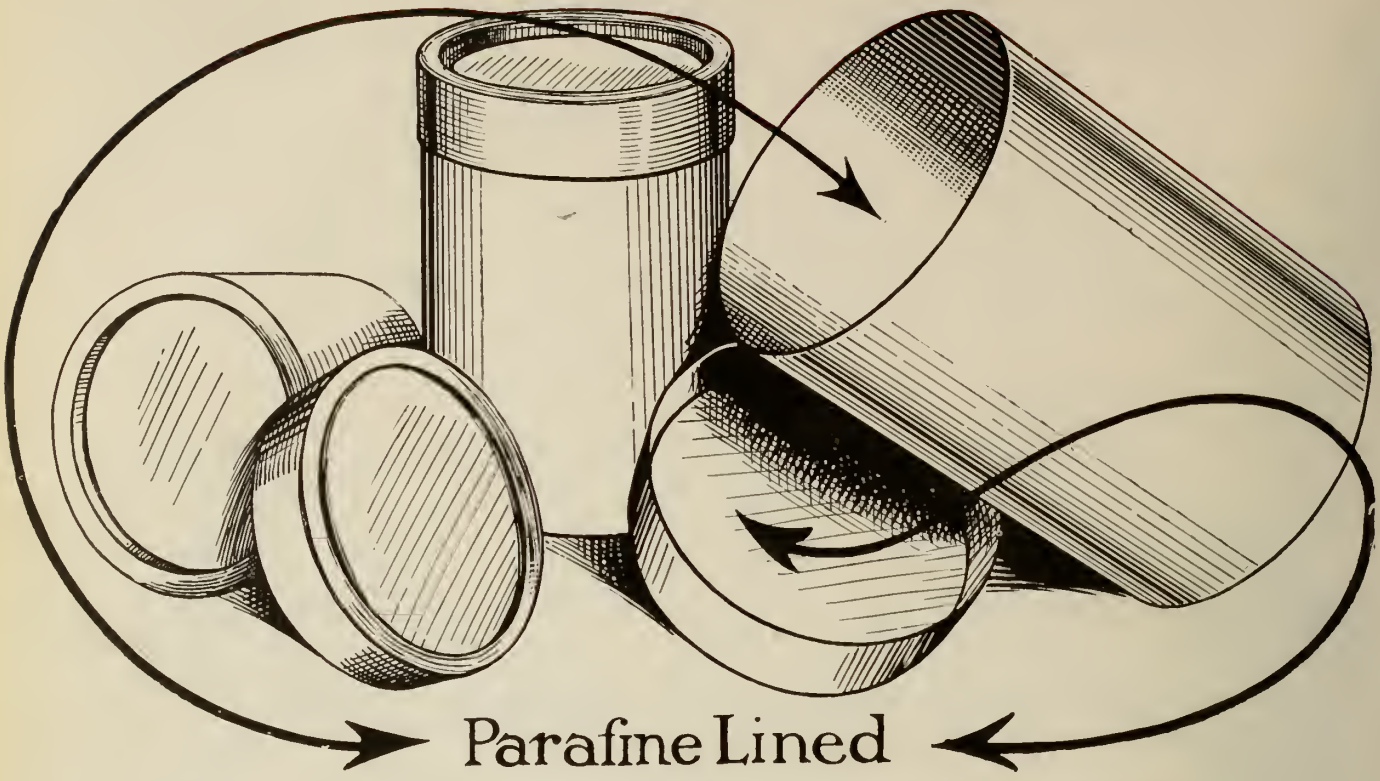
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

ECONOMY *plus* EFFICIENCY



The eliminating of waste is not only good business but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it, but concludes that she is short measured, whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is paraffined inside and out, will not spill its contents on the clothes of the customer carrying it, nor on other merchandise accompanying it when delivery is made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-Pints	**- -**	**$17.00 per 1000**
Pints	**- - -**	**$19.00 " "**
Quarts	**- - -**	**$24.00 " "**

CONNECTICUT OYSTER COMPANY, LIMITED

"Exclusive Selling Agents"

50 JARVIS STREET TORONTO, CANADA

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, OCTOBER 19th, 1917 No. 42

Meatless Days are Oyster Days

Your opportunities, for turning to account the progressive reputation of your offering the trade seasonable products as early as practicable, are dependent on your own initiative.

The long period of non-supply in itself lends a zest to a proper announcement to your trade that you will have oysters at a certain time.

The power of suggestion is incalculable, and the manner in which your trade is informed of your first week has a very material influence on your oyster business throughout the season. It should not be left to the consumer to discover that you have oysters.

We are up against approximately a 60% supply. With this scarcity of stock there is no likelihood of a reduction in price, and with this situation when you find low prices, it is safe to say there is some good reason for it, and your handling them will not be to your advantage.

Oysters are not a necessity, but they are an economical substitute for meats, and we particularly urge suggesting to the consumer how inexpensive fried oysters are as compared with meats. They are easily prepared and very palatable.

We do not pose as a cheap house. We realize full well that lower prices than ours are obtainable. We contend, however, that we deliver more value for every dollar we receive. We ship nothing but Northern grown oysters, and we ship more Northern grown opened oysters than all other jobbers in Canada combined. If this is true, and we are not a cheap house, it must necessarily follow that we have something. How often the consumer uses oysters depends entirely on the satisfaction experienced in eating them. Quality and condition are the first essentials.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - TORONTO, CANADA

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations
Copy of report will be sent on request to anyone interested

St. Lawrence

Crystal DIAMOND Lumps

Are the most economical
Lump Sugars on the market.

NO WASTE TO CONSUMERS.

ST. LAWRENCE SUGAR REFINERIES, LIMITED
Montreal

PROHIBITION
BY THE BRITISH GOVERNMENT

**of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than**

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED
1 Wharf Road - - - - LONDON, N., Eng.
Cable Address: CHECKMATE, LONDON

A Borden Window Display will not disappoint you

BORDEN'S are sellers all the year round. Their goodness is only equalled by their utility and convenience and Borden customers always come back for further supplies.

The Borden group comprises:

"Eagle", "Reindeer" and "Challenge" Brands (Condensed Milk.)

"St. Charles" and "Jersey" (Evaporated.)

"Reindeer" Brand Coffee and Cocoa.

Every one of which represents the same high quality standard that has made Borden Milk Products the favorites of the people for three generations.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited
TORONTO

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Once tried, always used

When people find out how easily they can clean water-closet bowls with ***Sani-Flush,*** they become regular users.

Sani-Flush

Keeps the bowl snowy white and free from odor. No dipping of water or scouring is required.

Remind each customer whose home is equipped with plumbing to take a tin of ***Sani-Flush*** home and try it. After you once get it into the home, you will have a steady customer for ***Sani-Flush.***

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PORK & BEANS

We are living in times, Mr. Grocer, when all your Customers appreciate the importance of ECONOMY.

Clark's Pork and Beans spell economy without sacrificing QUALITY

The Best Materials Prepared by The best of Chefs with the most modern appliances

TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

It pays to suggest

ROYAL ACADIA SUGAR

in your daily displays

Royal Acadia is the finest grade of refined sugar made.

Its quality pleases the housewife—always. And you can confidently recommend it for every known sweetening purpose.

Royal Acadia Sugar is sold in 2 and 5 lb. cartons, 20 and 100 lb. bags, half barrels and barrels.

Get your stock displayed to-day.

The Acadia Sugar Refining Co.,
Limited
HALIFAX, CANADA

Augustins Vichy Water

SPARKLING AND EFFERVESCENT

Recommended

by Doctors

FRENCH ESSENCE COMPANY

45 Carriere St. **Montreal**

AGENTS WANTED

If any advertisement interests you, tear it out now and place with letters to be answered.

Raisins in Demand

YOU want more volume—more profit—Mr. Grocer. To get it you must handle the things most in demand. RAISINS are in demand right now—and the demand will increase steadily, backed not only by *our* big advertising—but by the tendency to select foods for their nutritive value.

Women are urged to save wheat—to get increased food value. It's a question of *calories* these days—not simply a question of "filling up."

The American Food Administration

appreciates the true food value of raisins, appreciates the fact that raisins in bread means a saving of wheat as well as added food value, that raisins contain many of the elements essential to life and that they give flavor and appetite appeal to every dish in which they are used. Women, also, appreciate these facts. This spells *more raisins.*

SUN-MAID RAISINS

There are three varieties of Sun-Maid Raisins, seeded, seedless and cluster—and you should have them all in stock. Prepare NOW to supply the demand which our advertising, and the general movement toward food conservation are creating.

FREE—Samples free in each case of SUN-MAID SEEDLESS RAISINS will help you sell them. Let your customers learn for themselves how good these raisins are—without cost to you. Your jobber can supply SUN-MAID RAISINS—get your order in to-day.

California Associated Raisin Co.

Membership 8000 Growers

Fresno, Cal.

If any advertisement interests you, tear it out now and place with letters to be answered.

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November At All News Dealers **15c.**

Always show a good display of

E. D. SMITH'S
JAMS and JELLIES

"E. D. S." lines are worth showing. Theirs is a goodness that wins unstinted approval from lovers of high grade quality.

100% PURE

Here's our list of New Season's

JAMS	JELLIES
Black Currant	Raspberry
Apricot Peach Plum	Red Currant
Greengage	Black Currant
Gooseberry	Grape
Blueberry	Quince
Rasp. & Red Currant	Crab Apple

WHAT LINES ARE YOU IN NEED OF?

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For $2.50

On Yearly Order

Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA
Trackage Storage Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you are a buyer or seller of

APPLES
POTATOES
ONIONS
TURNIPS
BEANS
HONEY
DRIED OR EVAPORATED APPLES

let me hear from you. Connection the very best.

FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

We are
BEAN Brokers
not
Has-been Brokers

C. B. HART, Reg.
Wholesale Grocery & Merchandise Brokers
489 St. Paul Street W., Montreal

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

Put a Tin of
KLIM
in Your Overseas Boxes.

The Boys in the Trenches are writing to their friends for Klim because they do not get milk in their rations.

Order from your Wholesaler

CANADIAN MILK PRODUCTS LIMITED
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal
ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver

When writing to Advertisers kindly mention this paper.

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate

Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

Wethey's Mince Meats

Apples are short crop. Mince Meat will sell freely.

When Buying, Remember—

First—that Wethey's Condensed Mince Meat is admittedly the best brand on the market.

Second—that Wethey's Bulk Mince Meats are by far the best values procurable anywhere.

WE HAVE FOUR BRANDS:

STANDARD
EXTRA STANDARD
READY-TO-USE
HOME MADE

J. H. Wethey, Ltd., St. Catharines, Ontario

You will say

that Popular Soap has been aptly named after you have given it a try-out in your displays.

The neat, red wrapper attracts attention—the quality of the contents guarantee customer-satisfaction always.

And your profits are good.

Another good, quick seller—

CRYSTAL SOAP CHIPS.

Guelph Soap Company
GUELPH, ONTARIO

Liked by all and a seller everywhere

That's Marsh's Grape Juice

Try it in your own store. See the good profits that are to be made by selling Marsh's.

The Marsh Grape Juice Company
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Canada's Best Will Stand The Test

For years Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

THE BIG 10c. CAN THAT SELLS FOR A NICKEL

Good housewives everywhere know BABBITT'S CLEANSER. They appreciate the unusual value, and the big, generous-sized tin, and the quality of the contents.
In addition to which there is the extra attraction of Premiums for Trade Marks.
Are you getting Babbitt profits?

Wm. H. Dunn Ltd.
Montreal

Dunn-Hortop Ltd.
Toronto

BISCUITS
CHOCOLATES
CONFECTIONERY

IMPERIAL
MAPLE CREAM
BUTTER

IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited
Office and Factory:
330 Nicolet Street, MONTREAL

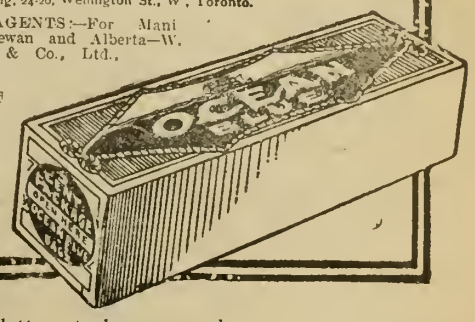
OCEAN BLUE

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

Save Time——Save Money

Packers of food products by sealing all glass packages with Anchor Caps can increase their production enormously.

This scientific closure is sealed on the package with the most modern and up-to-date automatic sealing machinery at a speed that enables the packer to have his product ready for the trade hours before the jars could even be sealed with the old-fashioned and out-of-date caps.

Anchor Caps are absolutely air and liquid tight, cannot come off in shipment and by their very attractive appearance claim the consumer's attention at first sight.

For full particulars and information call at our office or enquire by mail.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

Their quality wins unstinted approval

The precautions taken in the selection and preparation of

INDIAN CHIEF BRAND CLAMS

is a certain guarantee of customer-satisfaction.

Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by

SHAW & ELLIS
POCOLOGAN, N.B.

They are always in demand

A stock of such useful pottery as this will never collect dust in your store. They'll move and move quickly, because every good housewife will appreciate their splendid usefulness for pickling, preserving, etc.

They are perfectly sanitary and will last a lifetime. Note prices:

TALL BUTTER JARS
With or Without Covers

¼ gallon (3 lb.)		at 12c per gal.
½ gallon (5 lb.)		
1 gallon (10 lb.)		
2 gallon		
3 gallon		
4 gallon		
5 gallon		
6 gallon		

Dark glazed inside. Light and Dark or All White outside.

Tall Jars or Covers	¼ gal.	counts ½ gal.	each
Tall Jars or Covers	½ gal.	counts ¾ gal.	each
Tall Jars or Covers	¾ gal.	counts 1 gal.	each
Tall Jars or Covers	1 gal.	counts 1 gal.	each
Tall Covers	1½ gal.	counts 1 gal.	each
Tall Covers	2 gal.	counts 1 gal.	each
Tall Covers	3 and 4 gal.	counts 1½ gal.	each
Tall Covers	5 and 6 gal.	counts 2 gal.	each

The Toronto Pottery Co.
LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

Young and Old demand Purina Whole Wheat Flour and Ralston Wheat Food

MR. GROCER—you'll be asked for Purina and Ralston. Our consumer advertising is educating men and women and children everywhere—your customers included — to the splendid body-building properties of these two great Foods.

This widespread advertising campaign is being carried on through the daily papers in all the larger cities, as well as in national magazines with a combined circulation in Canada of over 214,770. More and more people are being convinced of the fact that **Purina Whole Wheat Flour** and **Ralston Wheat Food** are two body-builders, suitable alike for children and grown-ups.

Proof that **Purina Whole Wheat Flour** and **Ralston Wheat Food** are ideal for growing children is evidenced by the numerous testimonials we are constantly receiving from grateful parents everywhere. To promote their more general use in this regard prizes are offered for the best developed youngsters using these two foods and this, too, is an important factor in the promoting of ever-increasing sales for grocers.

Draw your customer's attention to the fact that Purina Whole Wheat Flour and Ralston Wheat Food may readily be substituted for expensive meats. Recently in a Pennsylvania mining district the miners, owing to prohibitive prices, abandoned the use of meat at the breakfast and evening meals, substituting therefor Ralston and Purina Products. After a period of four months the examining physician found the men better nourished than when using the meat diet, and capable of performing a bigger day's work. This is a striking testimony of the value of Purina and Ralston, not only from an economical standpoint, but from the point of view of physical strength as well.

Remember, too, that the keeping qualities of Purina and Ralston Products are positively guaranteed. And that instead of offering you free deals or special prices, we help you keep your stock moving briskly by building up the demand in your community.

Plan now to keep the attractive checkerboard packages and bags constantly displayed. A trial will show you that they are sellers and repeaters, too. Next week we will tell you still further why you should stock and display all Purina checkerboard packages.

The Chisholm Milling Co., Limited

TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

October 15, 1917.

Gentlemen,

Next Week's Issue is

THE ANNUAL FALL NUMBER

THE MOST IMPORTANT NUMBER OF THE YEAR TO THE RETAIL DEALER, COMING AS IT DOES AT THE START OF HIS BUSIEST SEASON.

Don't be one of the manufacturers who will wish he had an advertisement in this issue after it appears.

This is the Annual Directory of the Trade. Have you made sure your name is included? This is the last call, forms close October 23.

Yours very truly,

CANADIAN GROCER

War-Time Economy

This is a time when the consumers should be assisted in obtaining the very best, the very biggest value for their money.

Old-time customs, old-time prejudices must give way to newer, better methods if they are more economical.

One of the old-time customs in the retail grocery trade that dies very hard is the selling of tea in bulk.

It is an undisputed fact that tea quickly loses its flavor and strength when exposed to the air and dust and odors of the shop. Tea is *one* of the articles that needs to be protected by an air-tight, dust-proof package. If kept in bulk the fine quality tea quickly comes down to the level of the commonest quality.

The grocer who values his tea trade and is unaffected by the old-time customs and prejudices or by the anxiety to make an extra gross profit by selling bulk tea will always sell his tea in packages. His profit will generally be less than he would obtain on bulk tea, but he knows he is giving his customers better tea and better value for their money.

Red Rose Tea was originally sold in bulk on account of the old-time custom of selling mostly everything in bulk—but better methods soon prevailed and it has been sold in sealed packages only for many years.

The immense turnover that has been created has enabled our profit per pound to be greatly reduced and the grocer finds it profitable to sell Red Rose Tea at a less margin of profit than bulk tea because he sells more of it, with less effort, with a sure profit (no losses to allow for from mistakes in weighing, damage and other losses attending the selling of bulk goods), and a certainty of no complaints from his customers about quality.

It is a real war-time economy to sell Red Rose Tea.

T. H. Estabrooks Company, Limited

St. John Toronto Winnipeg Calgary

You need this salesman in your store

The Colman-Keen Show Card is an aggressive sales promoter—a timely reminder to your customers that you are selling these lines of proven goodness.

Hang this attractive card in your store and note how it will improve your daily sales of Colman-Keen Products.

MAGOR, SON and COMPANY, LIMITED

30 CHURCH STREET, TORONTO 191 ST. PAUL ST. W., MONTREAL

Niagara Grape Juice

RED and WHITE

Trade Prices

50c. Size	Per Case (1 Doz. Qts.)	$4.00
25c. "	" " (2 Doz. Pts.)	4.50
10c. "	" " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

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CANADIAN GROCER

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A Suggested Embargo That Spells Retrogression

THERE is a rumor afloat that the Food Controller is contemplating an embargo against package cereals and probably against other package goods. The idea apparently is that such an embargo would result in a saving, not only in the cost of the package in which such cereals are marketed, but also in the supposedly lower price at which bulk goods can be purchased. It is difficult to believe that a careful consideration of the matter would result in such an ill-judged action.

Years of experience; the result of careful and disinterested experience; the judgment of the public; all have declared in favor of package goods. No one can doubt that the modern methods of merchandizing are an advance over the systems of old time, and the greatest development of modern merchandizing has been the introduction of sanitary methods of handling goods, and the sanitary method is unquestionably the closed package. The public judgment in the long run is pretty sure to be right, and the public judgment has unquestionably declared in favor of package goods. Large milling corporations are not developing more complicated systems such as the packaging of goods without a clearly defined knowledge that the public demand for such goods unquestionably exists.

Moreover, it has yet to be proved that the return to the old system of universal bulk goods would result in any saving. Certainly it would result in no saving of sufficient magnitude to justify its many disadvantages. Bulk goods, while all right if handled properly from miller to consumer, are open to every manner of contamination, to dust and disease germs, and to the destructive influence of atmospheric changes. What is the profit, in saving the cost of a few cardboard packages, and to suffer the loss of a barrel or part barrel through the development of weevils in the long-opened package? What is the profit to save an infinitesimal element of first cost, to throw away double or triple the saving in incorrect weighing? It has been proved time and again that few, if any, grocers can weigh a twenty-pound bulk package in twenty individual pounds in the ordinary rush of retail business without suffering a loss.

Again it might be urged that the development of the sealed package, with the high standards maintained by manufacturers in the stress of competition, has been one of the most effective means of assuring and maintaining the highest quality obtainable. To do away with these package goods, with the improved quality that the hermetically sealed package assures, would be one of the surest ways of discounting the maintenance of this high quality.

What then is to be gained, if such a move were actually put in operation? It is hard to see. The people who want bulk goods, who believe that in this way they are saving, can get such goods at any time. But there are other people, who as firmly believe that the saving is all the other way. There are merchants who have assured themselves by means of long experience, that for them, too, the package way is the better way in most cases. Are they then to be penalized in a way that will yield no benefit to any one concerned?

It is hard to conceive that any such action will be taken. One is bound to believe that the Food Controller will not take such action without the most careful consideration, and without consulting men experienced in the trade, who could present the evidence in favor of this method. It is hard to conceive that this evidence would not be convincing.

Advances in merchandizing are so hard to achieve, it is so much easier to permit retrogression than to encourage progress, that any such action as is suggested would be little short of a calamity.

Milling Industry Unsettled

Lack of Definite Word From Food Controller Hanna re Fixing of Millers' Profits and Standardizing Grades of Flour Causes Dissatisfaction Among Milling Companies.

THE milling interests of Canada are at the present time in a state of chaos, according to the statement of an official of one of the large milling companies in Toronto. This unsettled condition is the result of the failure of the Food Controller to make any definite announcement concerning the margin of profit to be allowed the millers on a basis per barrel and also in connection with the standardizing of the grades of flour. Under the present circumstances milling companies have no idea of what the future holds in store for them, and for this reason some phases of the industry are almost at a standstill.

Profit of 25c Per Barrel

It has been reported that a profit of 25c per barrel is to be allowed millers for flour in barrels of 196 pounds, and that all mills with a capacity of 100 barrels per day or more will be required to obtain a license from the Food Controller. Further, it has been reported that Food Controller W. J. Hanna will select and approve three standard grades of flour, one or more of which will be required to be manufactured by all licensed mills. One grade is to be that made from Manitoba Spring Wheat; the second is to be a blended flour from a mixture of Manitoba Spring Wheat and Ontario Winter Wheat, and the third is to be made entirely from Winter Wheat. It is also stated that maximum cash prices will be set for the grades of flour which will represent a higher percentage extraction than the white flour now in general use in Canada.

The above is an outline of what has been reported in connection with the recent action of the Food Controller in regard to the milling of wheat, but so far no official announcement has been received by millers and no details are yet forthcoming.

Millers Dissatisfied With Delay

Mr. A. C. Iler of the Western Canada Flour Mills Co., Ltd., states that the millers in general are dissatisfied with the delay of the Food Controller in making any definite announcement concerning the matter. As regards the margin of profit to be allowed, it is stated that this may vary greatly from present reports, and as regards the standardizing of certain grades of flour, it is stated that no percentages of the composition of the flour have been given and that other details are lacking. In the meantime the full capacity of the milling companies is curtailed to some extent, and general dissatisfaction is the result.

Would Be Satisfied With American Basis

It is also stated that if the milling industry in Canada is controlled similarly to that of the United States, Canadian millers will regard it as perfectly equitable. There were some difficulties in the way of controlling the industry in the United States at first, but these were smoothed over to the satisfaction of all parties concerned.

Milling officials declare it is almost impossible to state what the general effect of the fixing of profits will be in regard to future prices of flour, for this is regulated entirely by the margin of profit allowed and will differ widely in effect according to the variation of the profit allowed.

One official of a local milling company stated that the present delay in announcing the definite basis on which the milling industry is to be continued is due to the fact that when the first reports were published of what the Government was intending to do in the matter some millers went to Ottawa and practically offered to let the Government operate their mills. The result is said to be that the Government is giving the matter further consideration before making any definite announcement.

Vital Points For Economy Untouched

Millers are of the opinion that the Food Controller has made no attempt to introduce genuine food economy, but has merely been conserving supplies in certain lines which are to a great extent designed for shipment to Britain. They point to the question of milk conservation and state that the first logical step in conserving supplies in this product is to stop the manufacture of ice cream. It is well known that nothing approaching such a step has been undertaken by the Food Controller. They also state that the same inability to strike at the vital point of the matter is evident in connection with the Food Controller's announcements regarding the milling industry. Another statement from Ottawa which local milling concerns do not quite understand is to the effect that flour consisting of a greater percentage of the whole wheat than that at present in use can be more easily exported than white flour.

It is expected that by November 1 some definite word will be forthcoming from Ottawa in regard to the fixing of profits and standardizing the grades of flour, and it will then be possible to outline what the general effect on the situation in Canada will be.

What it Costs to Sell Bacon

Some Interesting Sidelights as to Just How Little Money is Being Made by the Retailer on This Product—Michie & Company, Toronto, Sell Product at a Loss.

AT a recent sitting of the Bacon Enquiry Board, Charles E. Stone, secretary-treasurer of the Michie Company, was called to give evidence as to the charges incident to the retailing of bacon. Mr. Stone in investigating the matter to be able to give intelligent answers to the Board, found that their store had been selling this product at quite a pronounced loss. They were at that time selling at 52 cents a pound. The result was that the price of bacon had been increased in that store to 60 cents a pound.

It is to be remembered however, that this price does not represent as wide a margin from the prevailing retail figures as would at first appear. The customers of this store are accustomed to have the bacon trimmed and sliced. Now the trimming alone represents a very considerable waste that has to be compensated for.

A piece of back bacon costs 42 cents. When it has been trimmed and the rind and ends cut off it costs just 49 cents a pound. Mr. Stone proved this by a series of experiments. At 60 cents a pound therefore, always provided that the weighing has been carefully done, this product shows a profit of 19 per cent. When it is remembered that at the Bacon Enquiry, the cost of doing business for the Davies retail stores was set at 20¼ per cent.—a rate that is about in line with the average store—it will be seen that the margin of profit has disappeared.

On Friday nights the staff of the store have a chance to cut and weigh this bacon for part of the Saturday's trade. If the various cuts are properly distributed in the different packages, so that the customer gets a fair run of the meat, then this 19 per cent. profit holds. When it comes to the afternoon trade however, and perhaps the supply of cut meat has run out, and new backs have to be sliced, then there is a different proposition. No customer standing at the counter will accept all of the side. There is probably two inches at each side that cannot be sold at this price and must be retailed at 50c to 52c, thus the loss on the transaction becomes more pronounced.

This company sells straight sides at 53 cents the same goods as are retailed in a small way at 60 cents. They would rather do this business, for it shows a 20½ per cent. of profit, as well as a great saving in labor. As a matter of fact Mr. Stone stated that they were losing on all their bacon business even at the advanced price, and it was only the trade that went with it that helped to carry this business and made it worth while.

Half a Day a Week to Packaging Goods

Merchant Speaks of Time Wasted in This Unwelcome Labor—Added Staff Necessary to Handle Work—Increased Equipment Required—Even Merchants Favorable to Bulk Goods Think any Change Inadvisable.

A NUMBER of grocers have recently been questioned relative to the suggestion emanating from the Food Controller's office of doing away with package goods, on the ground that the packages constituted an added cost to the consumer. The opinions received varied in a most marked degree, some merchants personally favored the bulk goods. They claimed that these goods had been handled profitably in the past and could be again. D. Nicolson of Roncesvalles Avenue, Toronto, was strongly of the opinion that a reversal to the bulk line of goods would mean more money in the grocer's pocket. He agreed however that there was a very pronounced demand for the package goods.

Charles Harlock of Queen Street East, Toronto, was also of the opinion that the doing away with package goods would result in a saving. At the same time he stated that there was unquestionably a large demand for the packaged article, and, as this demand was created and had become a decided factor in the business, he believed that any change would be a disadvantage. The people who wanted bulk goods could get them any time they desired, and the people who preferred the package goods could have the same privilege. which he believed was as it should be. There was nothing to be gained by any change and there was a good deal of disorganization to be feared. He thought that the saving was a small item, and this saving might better be achieved in some other direction of home economy.

Would Require Larger Staffs

D. McLean, Roncesvalles Ave., who has been in business for a considerable number of years had some forcible arguments to urge in favor of the package lines. He remembered well the time when they had to package everything. It took a half day out of every week, doing this work that was now done by machinery. He believed that any change back to the old system would be a great mistake, it was not as sanitary, and it was in no way as satisfactory. To say that the grocer's clerk could do this work in his odd moments, was hardly correct. Weighing flour for instance was anything but a pleasant job and certainly no clerk could leave that occupation at a moment's notice to wait on a customer. It seemed to Mr. McLean that any such move as a doing away with the package lines would necessitate an enlargement of the grocer's staff, and as the customer would unquestionably have to pay for this extra expense in the end there would be nothing gained, and the grocer would only have the unwelcome task of weighing all his goods.

Moreover Mr. McLean raised another interesting point. Most manufacturers had at present very heavy stock of packages, or the material for making these packages. If they were forbidden to use these it would result in a loss to them that they couldn't be expected to bear by themselves. This loss would, in some way, have to be borne by the goods they sold, that is to say by the retailer.

Would Require New Equipment

Charles R. Temperton of Gerrard Street, Toronto, in speaking of the matter stated that he was decidedly in favor of the package system, and in defence of his position urged some interesting points. The present day merchant, he stated, was not equipped to handle goods in this way. The old containers that had once been a familiar sight in every grocery store had been long since discarded, because with the changing system they had ceased to be of service. It was all very well to speak of how trade was conducted in England, as some were doing, in their championing of the bulk principle, but in England the package principle had not been adopted to any extent, and as a result, all the stores were equipped for just this kind of trade. In Canada however such a change would require a great deal of new equipment to meet the different character of trade, the cost of which would have to be borne, in part at least, by the consumer.

Then too Mr. Temperton urged that the changing to a bulk system would entail an increased expenditure by the grocer for paper bags. paper and string. As it was, most of the package goods could be sent out on deliveries. unwrapped, and this meant quite a saving. "Somebody has to do the wrapping," was Mr. Temperton's way of putting it, "and I would rather that it was the manufacturer." Of course, he admitted, some manufacturers went to needless expense in getting out an unusually attractive package. but this was merely an incident. and did not affect the merits of the question. because it was the individual case rather than the general condition.

Avoiding the Trouble and Difficulties of Weighing

The package system had been a boon to the merchant. too, in the matter of weight. The packages as a rule bore a guaranteed weight, there the grocer's difficulties in that regard ended. If any disagreement on this point arose it was a matter for the manufacturer rather than the merchant to attend to. On the other hand in weighing out bulk goods. there was always the danger that some clerk would make a misweigh. If it was under weight, there was the suggestion that the grocer intended to defraud. If it was over weight there was a loss of profit. Beyond a question Mr. Temperton considered that the package goods had all the best of the argument.

ADVERTISING CAMPAIGN TO POPULARIZE FISH

The Dominion Government Will Carry on an Extensive Campaign in the Province of Quebec, to Increase Consumption.

A recent letter from the Food Controller's Office at Ottawa states that an energetic campaign for the popularizing of fish is being contemplated. At present the plan embraces only the Province of Quebec, and extensive advertising will be done there with the idea of materially increasing the consumption of fish. Should this campaign prove effective in this province it is probable that it will be enlarged to take in the other provinces of the Dominion. This Province was chosen for the initial campaign because it has more facilities for quick distribution of the product than any other province. The Committee who will have charge of this campaign are:

J. A. Paulhus, chairman of the publicity committee of the Canadian Fisheries Association; J. J. Harpell, publisher of The Canadian Fisherman; John M. Imrie, manager of Canadian Press Association, Inc.; and Capt. F. W. Wallace, secretary of the Fish Committee of the Food Controller's Office.

REQUISITION MAIZE AND RICE IN ITALY

The Gazzetta Ufficiale, published at Rome, contains a decree of the Commissary General for supplies and consumption of food, ordering the requisition of the crops of whole rice and of maize of 1917. Exception is made for the amounts of whole rice and maize necessary to each producer for the sowing of his fields; for the feeding of his family and of those dependents to whom he is obliged to give food or payment in kind; and for the use of his live stock; these amounts to be determined by the prefects of the various Provinces. Violation of the ruling is punishable by one year's imprisonment and a fine of 5,000 lire ($965).

In the Province of Genoa the minimum stock of maize exempt from declaration is 5 metric tons of 2,204.6 pounds each.

Gov't. Fish to be Limited During Winter

Fresh Water Fish Supplied all Winter — Dealers' Difficulties Will be Overcome by Perfection of Plan—Big Developments Planned for Next Spring.

GOVERNMENT fresh water fish will continue to be supplied during the winter months though the volume may decrease slightly, according to the statement of S. L. Squire, Distributor of Fish for the Ontario Government. Plans have been formulated to continue fishing operations through the winter on Lakes Nipissing, Nipigon and Simcoe, and other waters will be taken over for Government control of fishing if necessary, says Mr. Squire. The method employed in fishing through the ice is to use gill nets on a rope extending through two holes. As the net is drawn in the fish are taken off and the net is returned with the rope through the other hole. Gill nets are chiefly used in this operation. The expected decrease in volume of fish caught is owing to the fact that a smaller extent of territory is covered than is the case with the nets used when ice is not present.

For the present Mr. Squire states supplies cannot be increased, and a smaller volume of fish during the winter cannot be avoided, but the Government has extensive plans under way for operations on a much larger scale in the spring and it may reasonably be expected that the Government fish scheme will but reach its normal state during next summer months. These plans include the carrying on of fishing operations on a larger scale on the inland waters, and also the taking over by the Government of control of Canadian fishing on international waters.

Well Aware of Dealers' Difficulties

Mr. Squire states he is well aware of the difficulties which retailers face in the matter of not being guaranteed supplies of Government fish, and of the abuse they are subject to by customers who are faced with the sign "No Government Fish Today." When questioned on this point recently by a representative of CANADIAN GROCER, Mr. Squire stated that the same difficulty might be expected of any business organization commencing operations, but that because this was a Government institution it was conceded to be the only logical object of criticism. Mr. Squire after long experience is well aware of retailers' difficulties and gets no further away from hearing of them than he is from the telephone on his desk.

In connection with the inability to supply the demand locally on some occasions, it has been hinted that the Government is sending fish to London, Ont., and other points to sell at 11c per pound, while only 10c per pound is secured for the fish in Toronto. Some deep thinking individual has even hinted that the Government is "out after the extra penny."

In reply to this statement Mr. Squire says: "The Government cannot refuse the orders of Ontario municipalities and their requirements have to be supplied." The general idea of the whole matter, as expressed by Mr. Squire, is that the Government is out to distribute over as wide a field as possible the advantages accruing from the handling of Government fish at low prices, and that no special attention is directed toward any individual or combination of dealers or districts. Mr. Squire states that some dealers in Toronto and elsewhere would take all the fish available. Three large companies in Toronto offered to handle all the Government fish in the city, but, as Mr. Squire says, "the Government is not fishing for the dealers, but for the good of the public in general."

Express Charges Vary

In regard to the matter of securing an increased price of 1c per pound in London and other centres as compared with Toronto, Mr. Squire states that this additional cost is by reason of heavier express charges.

"It costs us 75c a hundred pounds more to send fish to London than to bring it to Toronto," says Mr. Squire. "We averaged the express charges for the province and found that it amounted to very close to one cent a pound for points outside of Toronto. This difference in express charges accounts for the difference of one cent a pound between Toronto and outside points."

Mr. Squire stated that in some cases express charges were not quite as heavy as those above for points outside of Toronto. To Hamilton, for instance, the express charges on Government fish are 40c per hundred pounds. This would, however, necessitate the splitting of the cent difference, so that instead of making a price of 10½c a pound in Hamilton the price of 11c now prevails. There are very few cases of this kind, however, and it is easily seen that the higher prices outside of Toronto are justified.

Mr. Squire states that all these petty difficulties are only to be expected in connection with a new enterprise such as the new scheme, and that the whole question resolves itself into one of the inability of the Government as yet to supply the demand which has been created. Mr. Squire states that orders are received far in excess of any possibility of their ever being filled, but he is very optimistic over the prospects for next spring when "all demands will be supplied."

The next point of contention which Mr. Squire was asked to solve was the stand taken by several retailers that customers would not long put up with the inconvenience of being sold fish uncleaned and improperly wrapped, etc. It is a well known fact that 20 per cent. is lost in cleaning fish, and it has, therefore, been stated that the fish formerly sold by dealers at even higher prices was worth the difference in value.

Mr. Squire states that this matter rests solely with the dealer himself. As delivered, the Government fish is cut open and gutted. The head is left on in some cases. Bearing out his statement Mr. Squire states that he recently entered one large Toronto store dealing in Government fish and received his parcel nicely wrapped in oiled paper, and the fish itself had been scraped. Mr. Squire was much taken with the manner in which he received his order, and is of the opinion that a little attention on the part of dealers will help sales along when there are sufficient supplies available to meet demands. In addition, Mr. Squire states that all Government fish over 8 pounds have their heads off. Evidence of the quality of fish being received is shown in the recent receipt of a 26-pound trout from the inland lakes. This weight was taken after the fish had been gutted and its head taken off.

CANNED GOODS EMBARGO LIFTED

"Canned vegetables" may now be sold without restriction in any part of Canada. An announcement from the Food Controller's office states that the embargo of August 24 upon the sale and purchase of peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkins preserved in cans, glass jars, or other containers has been raised.

The lifting of the embargo applies to the three Maritime Provinces, Ontario, Quebec and British Columbia. In the three Prairie Provinces the prohibition was withdrawn some time ago. The announcement adds that the embargo has been effective in stimulating the consumption of fresh vegetables and increasing the supply of canned vegetables available for the coming season.

NO CANADIAN POTATOES FOR BRITAIN

Lord Rhondda, British Food Controller, has forwarded to the High Commissioner for Canada in London a memorandum regarding the importation of Canadian potatoes into the United Kingdom. In the memorandum Lord Rhondda says that as all available resources will be required to maintain the supply of the essential foodstuffs such as wheat, bacon and cheese, he is unable to arrange facilities for the importation of Canadian potatoes. It is estimated that there will be in the United Kingdom this season a surplus of about a million tons of potatoes over the normal consumption. Lord Rhondda suggests that the best use for the surplus of Canadian potatoes would be direct consumption in Canada in such a way as to economize the consumption of cereals and set free a larger quantity of such cereals for export to the United Kingdom.

A Grocery Store on Wheels

A Description of a Unique Experiment—An Actual Rolling Store—Some Description of its Arrangement and Cost of Building and Upkeep.

WE have in the past illustrated some activities on the part of Grocers having for their aim, the bringing of the store to the dwellers outside city or town limits. Merchants who have gone into this scheme, have been enthusiastic regarding its possibilities. To get the customer to the store is the aim of every well-advised merchant, because it is a well established fact that the actual presence of the housekeeper in the store is conducive to a more extensive business.

In the country sections, it is not as easy as in the city for the farmer's wife to visit the store. More often the shopping is done by the farmer himself in one of his periodic visits to the town, by the aid of a list of goods required. He does the family purchasing effectively as far as the list goes, but such a system limits business to the needs of the person making the list. There may be other needs almost unknown that a glimpse at the article would suggest. There are still other needs that are merely forgotten and the family has to do without the goods till another visit to the town.

Therein lies the excuse and the reason for any system that brings the store to the out-of-city dweller. Therefore this paper has always been greatly interested in any activity that had such an end in view.

The Grocery Car, the last word completeness.

A Description of the New Store

The photos appearing herewith illustrate the most advanced ideas in the store on wheels that has yet been brought to our attention. It is not a Canadian activity, but is the property of E. E. Moseley of Pine Bluff, Ark., and has been in successful operation for two years. The Merchants' Journal of Topeka, Kansas, thus describes this unique store.

Mr. Moseley bought a two ton chassis and built the body of the car himself from ash, yellow pine and sheet steel. It is 16 feet long, 6 feet wide and 6 feet 2 inches high.

The cost of building the car was about $3,500.

The body is divided into two main parts, that for the driver and that for the store proper. The former is entirely enclosed and is provided with a full-length door on the right and adjacent glass panels. The driver walks into the store part of the body from the cab through a usual-sized door in the centre of a partition separating the two. At the extreme rear there is a customer's vestibule (with room for six persons), separated from the remainder by a railing with a wide counter top.

Interior of car showing counter for serving.

Leading forward from the counter to the partition dividing the grocery and driver's compartment there are two narrow shelves, one on each side, on which various kinds of package goods are carried. At the extreme rear, at the right, is a top-lift ice-box which forms a part of the counter side, with bins above and below it when the top is down. In it are carried meats, butter, milk and other perishable goods.

Outside of the body under the rear are two chicken-coops with hinged swing-back bottoms. Two tanks are also carried at the rear for kerosene and gasoline.

The truck is equipped with an electric starting and lighting system, the current being used to light three electric ceiling lights in the body and to operate the bell used to announce the arrival of the truck so that the housewife has time to get her list of purchases and purse ready. The body is heated in the cold months by a utilization of the engine exhaust.

(Continued on page 28.)

To Change or Not to Change

Perennial Question Seemingly Specially Insistent Now

By Henry Johnson, Jr.

WHETHER a merchant shall change from credit to cash is a question which comes to me so frequently that I might write on it every week and hit somebody interested. Here is my latest inquiry from a food manufacturer this time:

Winnipeg, July 27, 1917.

Dear Mr. Johnson,—I wonder whether you can tell me where I can get the most reliable information on the subject of whether it is advisable for one of our good customers in Saskatchewan to consider changing his business from the present basis of credit to that of cash. Our salesman was talking with this merchant on the subject last week, and promised we would send our customer what literature we have here which would be helpful in arriving at a correct solution of the problem. So I have sent clippings from some of the trade journals in which the experiences are given of merchants who have tried both plans and have succeeded as well as failed. But I am not satisfied that this information is as much as I can gather together from various sources, and I have wondered whether time and inclination may coax you to say a few words on the subject. I want our customer to decide for himself; but also I want to help him to the extent of my ability. Yours truly.

Decide For Himself

The crux of the matter is that this man, as all other men, must decide for himself. Hardly any number of stories of the experiences of others will help him much in solving his problem. For the correct solution depends altogether on the merchant, his location, his circumstances, the times and the character of his trade; but most of all on the merchant himself.

If the man has made his decision and asks how he shall make the change, then there are lots of stories to help him.

I often have wondered why this subject causes men to hesitate and vacillate from one decision to another and back and fill so much; for really this matter is capable of as exact examination and decision as any other. I conclude that the fact that this is an abstract problem is the cause of most of the trouble.

Accounts outstanding really represent that much hard, tangible merchandise, but the form is intangible. Accounts must be dug into and administered mentally. I suspect that this is the reason why men who otherwise are good merchants work under half steam or less in handling their credits and therefore attain only partial efficiency. For the fact cannot be sidestepped that most of us are mentally lazy—there is no politer word that will cover the ground!

How We Jolly Ourselves

When we get short of change and have borrowed our limit from the bank, also owe as much as we can for goods, we contemplate our "creeping balances" and evade responsibility therefor by the thought that "credits are mighty risky anyway—perhaps I had better get onto the cash basis." As a matter of hard, unpoetical fact, the merchant who suffers from creeping balances has himself to blame—and ONLY HIMSELF.

Hence, what he needs is rigid self-examination as a primary consideration, a condition precedent to any intelligent course of action. Then perhaps he will conclude that he need not change his business at all. Maybe the change in himself will do the business.

Some Reasons Exist To-day

Some really tangible reasons for change exist to-day. If yours are among these, it may be well for you to consider very seriously the idea of changing. But be sure your reasons are among these.

1. Market advancements. These may have affected you in two ways: (a) by increasing your stock investment so that your capital is hardly sufficient to carry your business; and (b) by consequently increasing the average customer account so that your investment in outstanding bills is larger than you can carry, while the average customer-bill now makes many accounts unsafe which formerly were OK.

2. Uncertainty of the future. Prevailing high prices are liable to decline and thus cause your stock holdings to shrink in value. In face of this contingency you may want to trim sales, reduce investment, cash-in on present holdings, and generally be on the safe side to meet untoward conditions.

3. Inability to handle credits. Maybe you have concluded that you are not made right for handling credits. If you are sure that this is so there is really nothing you can do except change. But note that this must be decided from your own standpoint, behind your own counter, in your own store.

4. Peculiar local competitive conditions. Maybe there is some character of local competition which prevents you from offsetting some of the handicaps mentioned by individual management such as I shall detail later on. In that event, perhaps you must change.

Let Us Review and Examine These Conditions

Generally speaking, if market advancements have left you short of capital, the fault is yours; for you should have advanced your prices in exact ratio with advancing costs so that your capital would have increased out of stock on hand to care for its replacement on the new basis. In this event, it is not your accounts outstanding that have caused you perplexity but your own want of good management and ordinary business foresight.

This may be offset to some extent in some peculiar localities by the difficulty I have indicated under No. 4—local competitive conditions. I can illustrate by a letter I have from another merchant. He says his large competitor, who was old in business when he started within the year, had a great advantage by reason of having large future contracts which enabled the competitor steadily to undersell him. Of course, this was bad business on the part of the competitor; but very hard to cope with just the same.

How to meet such difficulties? The strictly business way is to advance prices with the market regardless. Cut expenses to the bone and render exceptional service, make your store very attractive and build good will on considerations other than service. Perhaps this cannot be done—altogether; yet much of it can be done in almost any surroundings; for lots depends on individuality.

In addition to this, you can go to meet your competitor and talk things over with him. Put it to him this way: "John, there is no use our giving away our goods in these unusual times, for sure as shooting we both will have to buy again. You may be able to stand it better than I can; but why should either of us stand anything? Let us follow the market and co-operate. Let us trade together. There is room for both of us and in this way both can make money." If you work it right, John probably will work with you.

But You Can Control Your Accounts

As goods enhance in price, customers' accounts automatically increase in average totals. The family whose monthly bills ran $20 in 1914 will have an average account of more like $30 at the end of each month in 1917. Thus, if you have the same number of the same kind of customers, you will be carrying about 50% more in accounts than you did in 1914.

But if that condition prevails to the inclusion of customers not financially good for the enhanced sums, the fault is your own. It is not the credit system which is to blame, but your own handling of it.

For if stocks require constant watching—and everybody concedes that they do—accounts outstanding require more watching. Accounts always require more watching. They require extra watching in times like these when prices are jumping.

I shall continue this next week with an account of how my credits were handled, as illustrating a SUCCESSFUL method. Meantime, neither advancing markets nor the prospect of declines in values would bother you had you been master of your own business during the past three years. That is a point I hope to bring out also.

The neatly arranged store interior of G. Readwin, Guelph, Ont.

The Grocer and the Fruit and Produce End

How Often He Fails to Make the Most of These Most Profitable Lines—How Failure in This Department Reflects Upon the Store.

MR. GROCER—did you ever stop to consider what kind of an impression your green goods' department is making on the housewives who trade with you?

Are they saying, "I like my grocer. He always keeps an excellent assortment of all the fruits and vegetables of the season and when I order from him I can depend upon their being fresh."

Or are they saying, "I have only one fault to find with my grocer. He is accommodating—keeps a fine selection of the best lines of canned goods, package goods and staples—but his fruits and vegetables are always poor. I am never satisfied with anything in the green line that he sends me. He is usually out of most everything that is seasonable, and the things he does send me look as though they had been laying around the store for a week. I guess I'll have to try some other grocery or shop around. Most all of them have good brands of canned goods and package goods, and I must trade with a store which always has a good selection of fruits and vegetables. You know my husband is so fond of fresh fruits and we are all eating so many vegetables nowadays anyway—and it's so hard to make every dinner appetizing and different."

If your green goods department is not all that it should be you certainly have some customers who are thinking in just that vein. There is no department in the store which takes so much time and trouble, none which will yield so much net return in profits and good-will when it is well run, and not one which is so disastrous to the success of the store when poorly managed.

Bear these things in mind. You must get quick turnover on your fruits and vegetables—put a price on these goods that will do it. Make an appetizing display with them. Fruits and vegetables are to be eaten and should look clean and attractive. Put your display where anyone coming into your store will be sure of seeing and getting the appeal to buy. When talking to your customers over the phone suggest the fruit or vegetable that you have a long supply of on that day. Housewives like such hints. The Food Administration has said to the housewives of the country, "Eat more perishables." Tie up with the public tendency which the government campaign will create. Have some "special" in this department every day. Buy fresh—keep fresh—and sell only fresh goods.

Your fruit and vegetable department offers you the opportunity to show your individuality. Most anyone can put in a standard advertised line of canned goods. But it takes a man with a constant eye to business to keep the perishable goods up to the minute, and you've got to keep up to the minute these days or someone else will beat you to it.

WILL PREVENT LOSS OF POTATO CROP

Plans formulated by the Fruit and Vegetable Committee of the Food Controller's office, provide that no part of the large potato crop of Central and Eastern Canada will be wasted through unequal distribution or the lack of proper storage facilities. This big question was recently discussed at a meeting of the Committee at which the following gentlemen were appointed as the direct representatives of their respective Provinces:—P. W. Hodgetts, Toronto; Prof. T. G. Bunting, Macdonald College, Que.; A. H. Cutten, Lower Truro, N.S.; A. G. Turney, Provincial Horticulurist, Fredericton, N.B.; A. E. Dewar, Charlottetown, P.E.I.

G. C. Cunningham of Fredericton, N.B., who is giving special attention to the potato situation for the Dominion Government and Mr. E. L. Mutton, representative for Sackatchewan are participating in the conference.

The Necessary Middleman

The Part That the Wholesaler Plays in the Scheme of Distribution—The Service That He Renders is Essential.

MR. HANNA'S remarks anent the "Unnecessary Middleman," on whom he lays the blame for a goodly part of the advancing costs of living, has once again brought the question of the use of the middleman to the fore. A recent editorial in the "New York Sun" puts the case for the middleman in vigorous and forceful words:

"Abolishing the middleman from trade continues to be as popular an employment as if it could be done. And so it can be if every individual can produce everything he requires for all his needs and manufacture it without assistance from any other person. But even in the simplest form of village life the middleman element enters in as soon as one villager procures produce from another and turns it into usable shape for a third.

"While there has been an infinite deal of talk about the middleman and his misdeeds, we do not recollect having seen one chased down, captured and marked as Exhibit A in the case against the high cost of living. Indeed, in the complicated process of supplying foodstuffs it would be impossible to say which particular handler is middleman and which not—or how many middlemen there are. The 'middling' starts as soon as the hen lays the egg, and even the incubator may not be free from complicity in the process before the hen was hatched.

"The country cannot get along without the middleman; if he is 'abolished' by the creation of State agencies for handling metropolitan supplies the public office-holder will straightway take his place. It may be possible to trim the cost of handling, but get rid of the middleman—not without going back to the cave man stage of society!"

That is about as clear and terse a defence as could be made; the defence that the middleman is actually the outcropping of business conditions; that he did not develop himself so much for the purpose of gain, but was developed by the exigencies of the situation to meet a certain special need; that he makes his living out of serving this need does not alter the force of the argument.

The Wholesaler Defends His Position

Some little time ago the CANADIAN GROCER approached some of the prominent wholesalers in the country, asking that they present the arguments that seem to them the best justification of the wholesale trade. Hugh Blain, of the Eby, Blain Co., Toronto, is one of the staunchest champions of the justice and necessity of the wholesalers' position. Some little time ago, in presenting the need of the commercial interests of the country before members of the Government, he outlined the wholesaler's case as follows:

"The wholesaler is merely a cheaper medium for the distribution of the manufacturer's product. Eliminate the wholesaler and no one would be better off, certainly the manufacturer would be worse off. Every extra dollar in the cost of distribution means a corresponding increase to the consumer. No ordinary retailer, of whom we have thousands in Canada, could assemble his goods from all corners of the earth in the necessary large quantities. Beyond doubt you could ruin the wholesale trade. But I will point out to you what would be the result of such action. Financially the wholesale trade carry a large percentage of the retail merchants. These retailers carry a large number of consumers. Especially is this the case during sickness, unemployment and the hardships of winter. In this way a heavy burden is laid on the wholesale trade of which you gentlemen have little conception. If the wholesale houses fail, the whole commercial fabric will tumble to pieces, and there would be bankruptcy in this country such as has never been before among wholesalers, retailers, and consumers, and especially among consumers, who cannot assign, and the debt would, therefore, remain to cripple their energies until the account is outlawed."

Eliminates Unnecessary Duplication of Staff

In speaking of the same question, Armand Chaput, of L. Chaput, Freres et Cie., wholesale grocers of Montreal, expressed surprise that anyone could conceive it possible that the wholesaler did not serve the community in the best way that it could be served.

"The cheapest way of distributing foodstuffs," said Mr. Chaput, "is through the jobber, and if the manufacturers desired to sell direct to the retail trade, they would, first of all, have to increase their staffs. They would have to increase them immensely. They would have to increase their organizations so as to take the place of the organizations of wholesalers throughout Canada. This would mean an inevitable increase in the price of the manufactured goods as distributed to the retailers. The manufacturers would require five hundred times their present staff to carry on business. Even then their terms to the trade would have to be increased, and prices would certainly have to be increased.

"Then in the event of prices rising from causes out of the manufacturers' control—that is, prices of raw materials being increased for any reason, the manufacturers would have to be ready to protect the retailers throughout Canada, as the wholesalers do at present. The wholesalers always give protection to the retailers, enabling them to carry on business during rising prices without sudden irregular fluctuations in prices of goods to disturb the conditions of buying and selling. Uniformity in business is secured through the wholesaler, and that is very important.

"The fact that the wholesalers place large bulk orders with the manufacturers for goods, take delivery as the goods are manufactured, and very often pay for goods before they are all delivered, is a feature of this food supply business which is important in maintaining uniformity. The wholesaler in buying the goods takes the risk of loss should prices fall before he has time to distribute them, as the retailer buys goods as he requires them and at ruling market prices. The wholesaler collects, stores, and distributes the goods as required, supplies the retailer in a small way of business as well as the retailer with a chain of stores in the big cities, gives the retailer terms where necessary, and often carries him along through a difficult period of business. If prices drop heavily, it is the wholesaler often who bears the brunt of the largest loss; if prices go up, the wholesaler takes his profit, but very often he divides it with the retailer.

"The most vital and enlivening aspect of the business life of the Dominion is the continual brisk movement from city to town, and from town to village throughout Canada of the commercial men of the great wholesale houses selling lines of goods in every-day consumption. Years of business experience are behind the organizations of the wholesale houses, and to disrupt these smooth running systems of business that have been serving the needs of trade, great and small, manufacturing and retail, for generations in the commercial economy of Canada, would, I think, constitute an economic loss to the country rather than a gain."

Zepherin Hebert, president of Hudon, Hebert & Cie., of Montreal, was no less emphatic in his opinion.

"The wholesaler is not only important in the interests of commercial economy; the wholesaler is an absolute necessity. It is not only surprising that anyone should think otherwise; it is absolutely ridiculous.

"Of course the interests of the manufacturer, the wholesaler, and the retailer are all identical in the business of disposing of goods to the consumer for cash returns, but the methods of doing business in the most economical way vary for each of the three great departments of the business of supplying foodstuffs. The manufacturer can do business most economically with the wholesaler, who buys in large quantities and pays in proportion and on terms that suit the carrying on of manufacturing business with raw materials to buy, and plants and payrolls to maintain. The retailers' interests and methods of doing business are most economically taken care of, and his needs

in goods best supplied, and his abilities as regards making payments best met, and, if necessary, guided and helped by the wholesaler, with the whole organization at his command of a staff trained in the business of distribution of goods.

"Consider what would be necessary if the public demanded that they do business direct with the manufacturer, cutting out all middlemen entirely, both wholesalers and retailers? Immediately it would become necessary for every manufacturer of every saleable commodity to create an organization for the supply of his goods to the consumers. The manufacturers would have to open stores in every city in Canada where their goods are in demand. There would have to be a store for sugar, and a store for canned goods, and a store for starch, and a store for every other line, and the rival manufacturers would have to have rival stores, and there would be disorganisation, confusion, and tremendous waste. The situation would be as I have said not only unsatisfactory, but inconceivably absurd. The overhead charges upon the manufacturers attempting to do business without the intermediary offices of the wholesalers and retailers would be doubled and trebled, and the consumer would have to meet these overhead charges in the business of distribution of supplies, and how these can be most economically arranged and themselves distributed over the organization of food supply trade. The present system with manufacturer, wholesaler and retailer working in unison is infinitely more economical than if any one factor in the three distributing factors were done away with. Whichever one were done away with would have to be replaced, and the cost of replacing the organized unit would be added to the price payable by the consumer for the goods as purchased, while the cost of maintaining the system of distribution (overhead charges) would not be removed from the consumer by the attempt to go direct to the manufacturer for requirements.

"As I said at first, it is all a matter of overhead charges and their economical distribution."

A Protection Against Overbuying

S. W. Somerville, of the Geo. E. Bristol Co., of Hamilton, Ont., thought that business could only suffer by the elimination of the wholesaler, who was the best friend that the retailer had. It fell to the wholesaler to protect the retailer from overbuying, that without his aid would be almost a necessity. The man who buys from the manufacturer is led as a rule to buy too much. One reason for this is that there is not the same close association between the manufacturer and retailer as there is between the wholesaler and retailer. The reason for this is, of course, that in buying through manufacturers, the retailer must buy through many distant sources, whereas buying through the wholesaler, who is a natural assembler, he is dealing with one firm alone, and as the number and distance of these purchases increase, the natural result is to lessen the personal association. In this way, if in no other, the wholesaler serves the retailer in the greater interest, it is natural that he should give his customers, and the tendency on the part of wholesalers to advise and counsel and assist financially those of their customers who seem to need such assistance.

A Return to Primitive Systems

The proposition of eliminating the wholesaler, according to H. C. Beckett, of W. H. Gillard & Co., Hamilton, is too absurd to warrant any attention from thoughtful business men. Without some such system there would be a retrogression to the systems of primitive times. There would be stores selling corn, stores selling potatoes, stores selling one brand of groceries or another, all of whom the housekeeper would have to visit to get her supplies. This would be the result if this idea of eliminating the middleman was carried to its logical conclusion. Nor would the elimination of the wholesaler actually result in lower costs. Each manufacturer would have to go to the trade himself, and it is an established fact, as well as being fairly patent to the casual observer, that it costs more to sell specialties than to sell a general line.

The larger dealer might be able to get along without the services of the wholesaler, but the small dealer who represents about 85 per cent. of the trade would have to suffer.

In this connection, Mr. Beckett spoke with warmth of the manufacturer who adopts the principle of selling both the retailer and the wholesaler. By all means, he said, let them sell the retailer, if they can do so to their advantage, or if they can do so more economically, I for one have no objection to them doing this. But I do object to the piker who sells the big buyers, and leaves the wholesaler to look after the small buyer. It is not fair, according to Mr. Beckett, to put a premium on the big buyer. This system would tend to eliminate the small buyer entirely.

These arguments will be sufficient to suggest that the middleman is not so unnecessary as Mr. Hanna would suggest, for what can be claimed of the wholesaler, can be claimed with still greater force by the retailer. They are both essential elements in the distributive system of business.

EXIT FOOD PROFITEERS

U.S. Will License All Dealers Thereby Eliminating Hoarding and Speculation in Foods.

By the use of an extensive licensing system which will reach even the retailers doing a gross annual business of $100,000, the United States Food Administration will endeavor to eliminate the food profiteer by putting an end to hoarding, speculation and extortionate profits between producer and consumer. A proclamation is expected from President Wilson very shortly under the provisions of the food control law which will place the machinery in operation by November 1. After that time licenses must be obtained and regular reports submitted by the individuals or firms included in the edict.

Middlemen and others will be forced at all times to open their books to the agents of the Food Administration under the penalty of having their business taken over, and in every case where it is found that false reports have been submitted the offender will be prosecuted. The general principles to be observed are as follows:

"The producers must have a free outlet and a ready market.

"There must be no manipulation or speculation in foods.

"There must be no hoarding in foods.

"Unfair or unreasonable profits must be eliminated.

"Discriminatory and deceptive and wasteful practices which in any way restrict supply or distribution must be stopped."

Interior of the Campbell Grocery Company's attractive store at Kelowna, B.C

Noted Merchandizing Expert Will Lecture

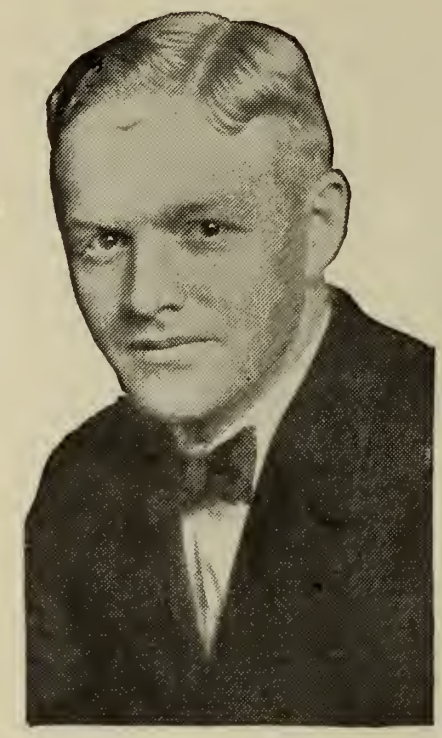
Frank Stockdale Will Deliver Course of Four Lectures on Subjects of Vital Interest to the Retail Trade.

FRANK STOCKDALE, known as the American Retail Merchandising Expert, has been secured by the Toronto Advertising Club to deliver a series of four lectures at Convocation Hall on the evenings of October 30, 31, and November 1 and 2. Mr. Stockdale for the past three or four years has been connected with the Associated Advertising Clubs of the World, during which time he has given his lectures on retail merchandising. He was for many years engaged as an investigator, and was formerly a successful retail merchant. The Toronto Ad. Club has been trying for two years to secure Mr. Stockdale, and as evidence of his popularity it is stated that he is booked up for at least one year ahead. The strong point of Mr. Stockdale's lectures consists in showing merchants how to make more money out of their businesses.

The four lectures to be delivered in Toronto will be on subjects chosen from the following ten. Five of these Mr. Stockdale places under the heading of business building. They are as follows:—"Merchandise Display," "Informative Advertising," "Team Work in Retail Selling," "Intensive Selling," and "Business Building vs. Business Getting." The other five subjects grouped under a general heading of "Business Control" are as follows:—"Figures and 'Figgerers,'" "The Measure of a Merchant," "Speeding the Turnover," "The Babcock Test in Retailing," and "Who Pays for Advertising?"

Manufacturers, wholesalers, retailers, and bankers of the city are being circularized in connection with the series of lecturcs, which are supported by contributions from these sources. A downtown office at 502 C. P. R. Building (Tel. Adelaide 5489) has been secured, which will be a distributing point for tickets, and from which any information regarding the lectures may be obtained. It is expected a delegation from Hamilton will attend each lecture, and representatives of other parts of the province are also expected to be present.

Mr. Stockdale has given the same series of lectures in each of the large cities in the United States, and much of his success is attributed to the fact that he makes a study of local conditions and investigates local businesses before he applies the principles which form the foundation of his lectures.



FRANK STOCKDALE
an expert on business systems, who will lecture in Toronto.

BIG COFFEE SUPPLY IN U. S.

Statistical returns relating to the coffee trade of the United States show the record breaking figure of 1,319,870,802 pounds as the quantity imported in the twelve months ended July 30, 1917—an amount which maintains the 100,000,000 pounds a year increase that has marked the American imports of coffee since the outbreak of the war in Europe, and which exceeds by about 250,000,000 the former high records of 1,049,868,768 pounds imported in 1909 and 1,091,004,250 pounds in 1902. Deducting re-exports of 51,848,440 pounds would leave a net importation of 1,268,022,362 pounds, an increase of 12 per cent. over the net imports in 1916. Largely increased cargoes were received during the last fiscal period from Brazil, Colombia, Salvador, Guatemala, Mexico, Cuba, Haiti, Costa Rica, Ecuador, Nicaragua, Panama, Chile, the Dutch West Indies and British Guiana, the imports from these countries showing, in the aggregate, a gain over 1916 of 145,000,000 pounds.

CANADIAN FISH NOTES

The Dominion Government will pay two-thirds of all transportation charges on fresh, frozen and smoked fish, excepting halibut and gray fish shipped from points in British Columbia to points in Alberta, Saskatchewan and Manitoba.

The Canadian Fisheries Association has chosen Oct. 30 as National Fish Day and arrangements are in progress by the publicity committee to make this the greatest event in the fishery annals of the Dominion. The day selected is a Tuesday, this being fixed upon with the object of separating fish from Friday. It is also planned to make this the inauguration of a universal Tuesday fish day every week in the year.

The special fishing regulations for British Columbia have been amended so that an Indian may, at any time, with the permission of the Chief Inspector of Fisheries, catch fish to be used as food for himself and his family, but for no other purpose.

A representative of the Turks and Ciacos Island, British West Indies, proposes to visit Newfoundland and Canada during the present autumn with the object of establishing, if possible, a trade in salt between these countries and the island mentioned, in which salt is the chief product. It is said to be possible to guarantee a yearly output of 75,000 tons of good quality.

A GROCERY STORE ON WHEELS

(Continued from page 23.)

Word as to the Cost.

In speaking of the venture, the owner and originator of the car states:

"Any merchant who thinks that he would like to try this Cash Grocery Car game should have at least $3,500 with which to build and equip the truck. Then he must have money to buy his goods, and he must have money with which to establish a sales station, or operating base. He must have a place to keep his stock. Of course, he can't carry his entire stock around in the car all the time. The stock in the car must be very carefully selected and space must be economized.

"It will also be necessary, probably, for the merchant to take out a license for the car. That depends, of course, on the state or city bylaws."

While a car such as is here described is all right for the city streets, it is doubtful whether it would work so well on the country roads, especially in muddy times. The cost of operation would be too heavy. But it might be possible to have a special body built for a light chassis eliminating the vestibule for the customers, and possibly arranging it so that both sides of the car might be let down, forming a shelf on the outside, like the "hot dog" wagons on the city streets. Such a light car might be a welcome visitor at the farm houses, especially as it brings along fresh meat, fresh fruit and similar articles requiring refrigeration.

The business done in connection with this store car has been entirely on a cash basis, but it would seem that there was no actual necessity for a strictly cash business. Indeed where a merchant is in touch with his customers every day, as is the case in this instance, there is even less danger in giving credit than there is with the average store.

Perhaps the Canadian merchant may not be prepared to follow entirely the example set here. Perhaps, the system illustrated would not be quite suitable to our different conditions, but possibly in the description of this car some merchant may find some suggestion which he can adapt to meet the needs of his particular community.

Delivery Costs Cut 40-50 %

Investigations Made in 47 Places

Retail dealers throughout Canada who have been giving considerable thought to the question of their delivery systems will be interested in the report issued as a result of investigations made in the United States. The same conditions of overlapping will apply in Canada as are found with our near neighbor, and action to reduce this to a minimum will be welcomed.

A STUDY of co-operative delivery systems undertaken several months ago by the Commercial Economy Board of the Council of National Defense has shown that such systems have commonly saved from 40% to 50% in investment and operating costs as compared with the individual systems replaced. The first results of the investigation, covering co-operative systems in 47 cities and towns, have just been made public by the Board, together with a number of practical suggestions on installing similar systems.

Of the 47 cities and towns studied the Board found that the co-operative plan had been a success in 30, a failure in 5, and doubtful as to results in 12, largely because the systems in the 12 places had only recently been installed. These cities and towns are located in 20 different States, and range in population from less than 1,000 to more than 200,000.

In one city of 12,000 population 14 wagons were found to be doing the work which under the old system required 20. One grocer in a town of 4,000 had cut his delivery expense from $1,638 to $806 a year. A merchant in another town reduced his delivery expense from $675 to $224 a month. Eleven stores in another place reported an annual saving of $5,000. In one city 9 wagons replaced 17, and in another 11 men, 14 horses and one car replaced 21 men, 32 horses and 4 cars.

The savings generally did not mean less service to the public. In a number of instances the service was actually increased.

Several factors, the Board states, contribute to the saving which generally results from co-operative deliveries. Depreciation charges on vehicles are generally reduced, because instead of several wagons or trucks covering a single district at the same time, one does the work. In place of several complete equipments one will do. Wagons are likely to go out more fully loaded. More deliveries are made per mile of driving. Several supervisors are replaced by one. A unified and more economical planning of routes is made possible.

The five suggestions made by the Board on installing a co-operative system come partly from systems which have succeeded and partly from those which have failed. They are intended to help merchants who are not experienced in organizing and carrying on co-operative deliveries to avoid the pitfalls which have generally been the causes of failure.

First, the Board says, particular pains should be taken to secure impartial valuation of the equipment turned over by the co-operating merchants. In some cases old harness and old wagons have been given in at figures far exceeding their true worth. A system in which this sort of practice is possible at the outset naturally works under a disadvantage.

Second, the Board suggests that merchants planning to co-operate should consider the advisability of establishing a central station where parcels can be brought and grouped according to routes, where c.o.d. collections can be turned in, and where all the business of the system can be concentrated. The central station is not desirable in all cases, but it has been found profitable in many.

The Board's third suggestion is that all details connected with c.o.d. orders be worked out with great care. This is one of the most important problems. It requires for its solution responsible drivers, a special accounting system, and a definite agreement with merchants as to when they may expect returns. Irresponsible drivers will probably mean an inaccurate crediting of customers who make c.o.d. payments, careless handling of the money itself, disputes over the amounts turned in by the driver, and trouble for the management in turning over collections to the co-operating merchants. The accounting system need not be complicated.

Fourth, there should by all means, the Board declares, be a competent executive in charge of the work. Above all things needed for the success of a co-operative system is good management.

The fifth suggestion is that when a co-operative system takes over delivery work for any merchant, under the usual plan of a flat charge per delivery, it should be clearly understood that all deliveries are to be handled through the co-operative system and that there are to be no separate deliveries by the merchant. In a number of towns the Board found that the system had failed because certain merchants had made a practice of turning over the long and more expensive deliveries to the co-operative system and using boys to deliver goods to customers within a few blocks of the store.

The Board is continuing its investigation with a view to making available still more complete and comprehensive data on the subject. It is now prepared, however, to supply advice and information in some detail to associations and individual merchants who are considering the establishment of a co-operative delivery system. Inquiries may be addressed to the Commercial Economy Board of the Council of National Defense, Washington, D.C.

Since the Board last June recommended co-operative delivery systems its correspondence has indicated a wide and growing interest in them. It is now working, either through the State Councils of Defense or directly, with business men in a considerable number of communities, in establishing such systems or increasing the number of merchants participating in those already established. While the Board's recommendation on co-operative deliveries originally referred only to small and medium-sized cities and towns, subsequent investigation has indicated that they are equally practicable and advantageous under certain conditions in even the largest cities.

The recommendation was issued as a war measure. Its primary object was to help make it unnecessary for delivery men who join the army and navy to be replaced by men who are needed in munitions making, farming, shipbuilding, railroading, mining, or some other vital industry.

CANADIAN GROCER

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EDITORIAL BRIEFS

ACCORDING to report, W. F. O'Connor has been appointed general returning officer for the forthcoming election. There are some food manufacturers who will sleep more easily because of this news.

* * *

MR. HANNA now makes the statement that he will not set a price on potatoes, that he does not believe that doing so would be for the benefit of anyone. Well, it's a relief to have him say so. We have had a sort of hunch to that effect for some time. It is to be hoped that Mr. Hanna will continue in this enlightened frame of mind.

STARCH MILLS MAY CLOSE

THERE is a report from Montreal to the effect that the starch factories may be compelled to close down. This unpleasant possibility is induced by the United States embargo on corn that is shutting these factories off from their source of raw material. The Canadian supply of corn cannot meet the requirements. It is to be hoped that some arrangement may be reached that will ease the situation, and prevent this action becoming necessary.

COMPLICATING THE SITUATION HE AIMED TO CURE

MR. HANNA'S reference to the scarcity of sugar some little time ago was just one of those unfortunate statements that a man might make with the best of intentions, only to find that the statement had still further aggravated the difficulty it was meant to lessen. Prior to Mr. Hanna's statement, there was certainly a very limited supply of sugar to carry the country over till the new season's crop was available. The refiners well knew this, the wholesalers and retailers knew it, and everything possible was being done to conserve the supply and to keep it evenly distributed. This system was working well and there was every indication that this period would be passed without difficulty.

Then came Mr. Hanna's ill-advised statement, given in flaring headlines in the newspapers, suggesting the possibility of a sugar famine. The actual condition of affairs, the fact that the shortage at the worst would only be for a few weeks, was not made clear. The result has been a great wave of buying by the consumer and the depletion, to an abnormal extent, of the available supply. Under these conditions the situation has been seriously aggravated and the sugar famine is all the nearer and all the more certain because of the mistaken zeal of the Food Controller. The only way of saving the situation now, the only way of preventing an actual sugar famine till the new crop is available, is for every grocer to unite in undoing the damage that has been done. Tell the people the situation; that sugar will be available, plenty of it, before the new year; that if they buy only according to their needs there will be a supply for all; that panicky buying will unquestionably produce the situation feared. It is now for the retailer to save the situation. He is the only one who can do it.

BULK VS. PACKAGE GOODS

IN many advertisements promulgated by the Food Controller's Office, there is a strong championing of bulk goods as opposed to package goods. The householder is urged to buy goods in bulk as a matter of saving. This is evidently the opinion of Mr. Hanna, but it is not the opinion of those best qualified to judge the merits of the question. It is not the feeling, we are led to believe, of even all those in the Food Controller's Office. We are informed that even the copy writer who prepared these advertisements voiced his disagreement with the principles therein set forth. Mr. Hanna, however, is a man of strong opinions, and what he believes, whether right or wrong, he champions with his whole might.

The suggestion of doing away with package goods in many lines also emanates from the Food Controller's Office. It is a suggestion fraught with a very far away possibility of saving and a very present possibility of loss.

Apparently Mr. Hanna, if he is responsible for the idea, has seen only the comparatively microscopic cost represented by the container of food, and has been blind to possibilities of increased costs that probably would be the result of any arbitrary reversion to the old style system of bulk goods. At present the country is facing the conscription issue. Very many young men are going to be called from peaceful occupations into military training. A certain

proportion of these will naturally be drawn from the grocery trade. The grocer will be short staffed as a result. The chance of his obtaining extra help is very doubtful, and in the face of this condition there comes the ill-judged suggestion, that there is a saving to be attained by a reversion to the old toilsome system of weighing everything that crosses the counter. Such a change would absolutely necessitate extra help, extra help that would cost money, a charge that would ultimately have to be borne by the goods. What difference would it make to have this extra charge imposed by the needs of the retailer instead of by the needs of the manufacturer? Moreover, the modern grocery store is designed and equipped to handle goods in the modern fashion. The old array of bulky containers has long been relegated to the scrap heap. The modern merchant is not equipped to handle goods in bulk, and to do so would necessitate changes in store equipment and plan that would entail large expenditures. Where then is the small saving that Mr. Hanna has in mind; lost in the growing expenses that any radical change in methods is bound to entail?

This is not the time for costly experiments. This is no time for trifling with established and proven methods. The trade is facing enough difficulties in meeting the changing conditions incident upon a world war.

There is nothing to gain and everything to lose by anything that means disorganization.

CO-OPERATIVE DELIVERY

SHOWN on another page in this issue is a bulletin issued by the United States Government dealing with the many advantages to be gained from Co-operative Delivery. This is published as a result of investigations extending over a period of many months and should give food for thought to the merchants in many small towns as well as the larger centres.

Besides effecting a decidedly big percentage of saving, the system of co-operative delivery where tried is proving far more satisfactory. There is no overlapping and when the consumer can see where this system must benefit him, he will be the first to praise its operations.

We would certainly commend this article to the careful attention of all our readers. Canadian merchants have been facing similar delivery problems and the solution may become evident in looking over this bulletin.

The successful operation of this delivery system will be welcomed by the smaller merchants particularly as this item adds greatly to his cost of doing business and puts him at a decided disadvantage when competing with the larger stores.

The great concentration of thought on business thrift is another lesson which this Great War is teaching us. There is no doubt that these teachings will result beneficially, not only now, but after the war as well.

Co-operative Delivery is practical—it has been and is being demonstrated clearly in many towns and cities.

KILLING THE LOCAL GROCERS' ASSOCIATION

THE importance of concentrating effort among grocers for the support of local associations has always been emphasized through the columns of CANADIAN GROCER. It has oftentimes been pointed out that the advantages accruing to the retail grocer by being a live member of a local association of grocers are many, and should be enjoyed by all merchants in any portion of the country. Too often has this phase of modern retailing been neglected, and the result has been the falling into inefficient methods of doing business and allowing powerful city mail order interests to handle them and their customers promiscuously—and all because of a lack of co-operation and union among the grocery merchants, which constitutes the only effective manner in which their rights can be upheld.

The usual attitude of the retail grocery merchant toward the local association is one of indifference, and in this connection the following points on "how to kill an association" should be noted, applied to the individual case and then avoided for evermore:

1. Don't come (to the meetings of the association).

2. If you do come, come late.

3. If too wet or too dry, too hot or too cold, don't think of coming.

4. Kick, if you are not appointed on a committee, and if you are appointed, never attend a committee meeting.

5. Don't have anything to say when you are called upon.

6. If you do attend a meeting, find fault with proceedings and work done by other members.

7. Hold back your dues, or don't pay them at all.

8. Never bring a friend who you think might join the association.

9. Don't do anything more than you possibly can to help to further the association's interest, then when a few take off their coats and do things, howl that the association is run by a clique.

If these "gentle tips" are just reversed and applied conscientiously, the result will be an ideal individual grocery merchant who will obtain the best results in his business from co-operation, and will simultaneously advance the interests of the trade in general.

You Grocers of Canada—
Cash! Cash!! Cash!!!

YOUR customers are ready to buy more from you than they can use themselves—for their Boys in the Trenches. The Boys must be fed—better fed than those of us who stay at home. And there is this for you to consider: The Food Controller, quite properly, is urging your customers to eat less—to cut out many things. So you ought to jump right back at us when we show you a way to keep up sales.

It's all pretty hard on you—this food crisis, and this call to economy. Yet, if you do as we advise, *you can sell your goods in Europe.* That is, you can persuade your customers to buy from you good Canadian fare for the good Canadian Boys in the Trenches in Flanders and elsewhere.

Next page tells you all about it!

Distribute this Prompter among your Customers

YOU see this picture. Well, it illustrates a section which will appear in THE CANADIAN GROCER on October 26. It will list many lines of groceries suitable for the Boys overseas.

Page one is a message to your customers from you. You can have your name signed, printed in by us; or sign it with pen and ink; or with a rubber stamp, just as you choose. This message from you is a suggestion to your customers to consult this little magazine to make up lists of goods to be sent overseas. The remaining pages will be suggestive of suitable things which your customers can buy.

TRENCH GOODS SUGGESTIONS

Select Your Overseas Goods From This List

To Our Customers:

You will get a good many suggestions for Overseas Goods from the following pages.

They offer you an easy method of selecting goods to be sent in boxes to your friends and relatives in England or at the front. Many of these lines you may have been sending before, but there are a number of others which the boys would like to get and which probably you have not thought of up to the present time.

We are in a position to supply you with practically all these goods. You will find our service prompt and efficient.

Look over the list carefully at your leisure, jot down the names of lines you desire to include in the next Overseas Box, or bring the list with you to our store, with the goods you want checked off.

If there are any goods you desire to send which you do not find in the following pages, let us know and we will do our best to get them for you

Yours sincerely,

The full-page size of this Trench Suggestions pamphlet will be the same as page of CANADIAN GROCER.

What's It Going to Cost?

$3.00 a hundred copies, without your name printed in. If you want us to print in your name and address, then the price will be $3.50 per 100 copies. (No quantity less than 100 printed at this price).

You can distribute these among your best customers—those who have sons of their own at the front, or kindred, or friends. It will cost you 3c for each customer. You'll get back dollars probably for this 3-cent outlay.

The quantity we have available is strictly limited. Already, in response to a try-out letter, a goodly portion of the edition of 5,000 we are printing has been ordered. Fifty grocers, ordering 100 copies each, will clean the edition out.

Better wire your order. The idea is good. Don't wake up to its goodness too late.
If you don't want to wire, use the coupon below. But hurry.

.....1917

Canadian Grocer, 153 University Ave., Toronto, Ont.

You may book my order for.....reprints of The Trench Goods Section in your Fall Number. I am to be given further information as to the firms that will advertise in it and am to have the privilege of cancelling this order if I desire, after I secure this information.

Name..... Address.....

Concentrating Trade at Home

Outline of Plan of Canadian Merchants for Combating "Out-of-town Buying" Menace —Plain Facts Told Through Newspapers—Money Kept at Home Increases Wealth and Buying Power.

EDUCATIONAL campaigns are being carried on by live merchants in various parts of Canada, showing customers that it is to their disadvantage to send their money to mail order houses, premium organizations, etc.

The action of the merchants whose cases will be dealt with herein should provide an example to merchants in general throughout the districts apart from the larger cities.

J. M. Toombs, general store merchant of Salmon Arm, B.C., has a unique way for impressing the townspeople with the financial benefit accruing to them by dealing in the town. A column of reading matter recently appearing over his name in the local paper says in part, as follows:

"Buy from the Local Merchants and prevent Salmon Arm from drifting into a One Store Town."

"The price of sugar is still $10.50 per hundred pounds. The wholesale cost at Vancouver is $9.75, the freight is 52c, draying about 3c per hundred, making the laid down cost $10.30; yet a circular has been sent out by a well known firm offering sugar at $10.50, with a discount to cash purchasers of 10 per cent., or a net price of $9.45, but the purchaser does not get the discount until the end of the year.

No Waiting for Local Discount

"I am giving 20 per cent. discount on many lines, and there is no waiting. The total discount on each purchase made is deducted, and is paid in cash. Is there any reason why you should pay more for the actual goods than the advertised price and wait for several months for the return of your discount? Supposing that this plan was adopted by producers in selling other lines of goods. If 10 per cent. were added to the cost price of some other articles and the merchant was told he would receive his 10 per cent. discount some time in the future, what merchant would buy those products on such a basis? Any ordinary business man would tell the producers that all discounts must be deducted before the cash is handed over. When a purchaser pays cash for merchandise and 10 per cent. discount is promised, why not deduct it at once? There is no necessity to wait for payment—it is not business."

Continuing, Mr. Toombs makes reference to the investment of much Western money in profit sharing stores on the instalment plan. "The person who buys a $100 share and pays $1 in cash and is allotted a share." says Mr. Toombs, "has a liability of $99 in deferred payments. He is promised 10 per cent. dividend on the $1 paid, or 10c, and furnishes $99 of credit, for which he receives nothing. The company uses the $99 of deferred payment as collateral, and the shareholder gets no benefit for the liability which he assumes. The history of the so-called profit sharing plan in Canada is one of failure. The shareholders are the ones that lose out. There are lots of opportunities in this province for investing surplus funds, and there is no need to send money away to outside promoters for investment in mercantile venture, nor is there any need to send money to so-called profit sharing stores on deposit; 6 per cent. is a very good rate of interest. All the money invested in outside companies is a loss to this province. It is a much better plan to let those desirous of starting general stores furnish their own capital, and competition will regulate prices.

No Business Risks Involved

"When you deal at my store you get all the benefits of discounts without buying shares or taking any business risks. No deposits required from monthly customers who pay promptly and I would not think of asking a person to deposit money with me if I was not willing to extend a line of credit to the depositor if required. A share of your patronage will be appreciated."

The foregoing is a clear-cut statement which should prove a big factor in keeping money in circulation in Salmon Arm, B.C. It not alone hits at the evil of sending money out of the community to mail order houses, but also condemns the practice of townspeople investing in outside enterprises which never result to their advantage, and which only tend to decrease the wealth and buying power of the local community.

Merchants of Kingston, Ont., are combining in a publicity campaign through the local newspapers similar in some respects to the foregoing, though more concentrated upon the mail order menace and other similar operations of large city corporations. In this connection a recent article, accompanied by the names of several merchants, is interesting:

"Just imagine, if you can, what kind of a place Kingston would be to live in if it should be there were not a grocery store, a hardware store, or a meat market in the whole city. Suppose you had to send out of town for every little thing you wanted in the grocery or hardware line. It would be almost impossible to get along, wouldn't it?

"Did you ever stop to think how many times every month you run in or 'phone in to one of Kingston's many excellent stores for little accommodations—trifling purchases upon which there is not a cent of profit, for which the storekeeper does not get paid for his paper and string or his time doing up your purchase? Did you ever stop to think how often he has made an extra trip with his delivery rig to accommodate you when you have forgotten until the last minute to order something which you have urgently needed?

Merchant is Local Supporter

"Did you ever stop to think that your merchant pays taxes in the town, hires clerks, pays telephone bills, employs drivers, supports horses and wagons, for the sole purpose of rendering you the best possible service and to add to your convenience and lighten your household problems?

"When you take into consideration these facts, do you think it is fair to your merchant for you to go out and induce your neighbors to join you in clubs and other schemes which take your money from circulation in Kingston forever? Do you realize that these companies have grown enormously rich in a few short years, while your home merchant has had to work long hours and practise rigid economy in order to make a modest living?

"Supply and demand regulate to a great extent the prices of nearly all staple articles. These out-of-town concerns cannot sell you the same grade and quantity of merchandise any cheaper than your local store, provided they render you the same service in connection with the sale.

"The out-of-town concerns are, in many instances, past masters in the art of misleading as to values, weights, quantities, etc. They use packages which make small quantities appear to be of the same weight and size as those obtained from your local stores. This saving enables them to offer you premiums to act as their clerks, salesmen, collectors and deliverymen. In other words, you are paying them a handsome profit for the privilege of serving them.

Merchant Will Duplicate Mail Order Offers

"We dare say there is not a merchant in Kingston who would not be glad to duplicate the offers made by these concerns, if you would go out and solicit a $10, $20 or $25 order, collect the money in advance, then take the goods and deliver them. Of course, they could not do this from their regular staple stock. They would have to purchase goods manufactured expressly for this purpose. Notwithstanding their cleverly worded advertising matter, these out-of-town concerns have but one object in view—that is, to get just as much of your money as possible, and to give you just as little in return as possible. They have no further interest in you, nor in your

(Continued on page 36.)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

A. Girard, grocer, Quebec, has sold out.

Domestic Pure Food Co., syrup manufacturers, Montreal, has dissolved.

Silas Harris of Guggenheimer & Co., San Francisco, Cal., spent the latter part of last week in Montreal calling on the trade with his brokers, Rose & Laflamme, Montreal.

Mr. Charles F. Morrow, of Morrow and Co., Toronto, was a business visitor to Montreal last week in connection with the appointment of Mr. J. C. Thompson as the firm's agent in Montreal.

B. Trudel, buyer and manager of the tea department for L. Chaput Fils et Cie, Ltee., Montreal, has returned from a business trip to Port Arthur, Fort William, and Western Ontario with a stop-off, while returning, at Toronto.

Lieut. Drew Hudson, son of F. W. Hudson, of the Canada Brokerage Company, has been invalided home with wounds received at the beginning of the battle of Vimy Ridge. Lieut. Hudson was formerly with the Royal Flying Corps, but transferred to the Royal Canadian Artillery after recovery from injuries received while in the flying corps.

J. C. Thompson, who spent twenty months on active service in France with the 42nd Highlanders, and who has returned from the Front discharged with honor, has opened an office in Montreal as a grocery broker, handling the account of Morrow & Co., Toronto. Mr. Thompson's office is in the St. Nicholas Building.

Ontario

J. Sutcliffe, grocer, Levis, is dead.

A. McTavish, grocer, Windsor, suffered loss by fire.

C. F. Henry, grocer, Owen Sound, is dead.

W. Nelson, grocer, Toronto, sold to Scott Bros.

J. Brackley, grocer, Toronto, is retiring from business.

Mrs. A. E. Hodge, grocer, Hamilton, suffered loss by fire.

St. Thomas Packing Co., Ltd., St. Thomas, suffered loss by fire.

J. H. Walker, grocer, Toronto, succeeded by J. C. Wilson.

C. Wilson & Co., general store, Markham, discontinued business.

D. Cunningham, grocer, Toronto, has been succeeded by J. J. Noad.

J. W. Philip, general store, Metz, selling out to R. L. Richardson.

Warren Bros. & Co., Ltd., wholesale grocers, Toronto suffered recent fire loss.

A. M. Hamilton & Son, produce, London, dissolved. W. H. Hamilton continuing.

J. Mousseau, grocer, Ojibway, is dead.

M. Howe of M. Howe & Son, general store, Pembroke, is dead.

G. H. Willey, grocer, Hamilton, Ont., had his store recently burglarized losing $11 in cash and several articles.

Thomas Noble, traveler for Armour and Co., Hamilton, Ont., died recently at the Rideau Hotel, Smith's Falls, Ont.

A farmers' club has been organized at Port Perry with a capital of $60,000. The Carnegie flour and planing mills and lumber business has been purchased for $27,000 and will be run by themselves.

Spink Mill, now the property of the Campbell Flour Mills Co., at Pickering, Ont., has resumed operations after two months lying idle for improvements. The mill is now said to be on an equal footing with the largest mills in the Dominion as far as high-class equipment is concerned. The capacity of the mill has been increased from 250 barrels to 400 barrels per day.

Western Provinces

City Tea & Coffee Co., Winnipeg, Man., has disposed of its store.

W. H. Tottle, grocer, Elkhorn, Man., has commenced business.

A. Blanchard, grocer, Makinak, Man., has moved to St. Amelia.

H. Larocque, grocer, Winnipeg, Man., has been succeeded by J. Forsyth.

Bourassa & Co., Ltd., general store, Meyronne, Sask., has discontinued.

Andrew Aitchison, grocer, Amulet, Sask., has been succeeded by McBrides Ltd.

Smith & Burton, Brandon, Man., wholesale and retail grocers, have closed out retail business.

Gibson & McKinnon, grocers, Winnipeg, Man., have been succeeded by McKinnon & McKinnon.

On Jan. 1, 1918, Mason & Hickey will take over the agency for Procter & Gamble Co., Ltd., in British Columbia.

Mason & Hickey have been appointed representatives in Western Canada for the Del Monte line of canned goods.

F. W. Jarvis, manager in Brandon for Mason & Hickey, is still on the sick list, but is understood to be improving, and may be back in charge of Brandon office by the first of the year.

R. C. Bowie, general manager of Gorman-Eckart Co., is visiting Western Canada just now, calling on the various offices of Mason & Hickey, their representatives in Western Canada.

W. R. Harper, vice-president of the Harper-Presnail Cigar Co., Hamilton, Ont., has returned East after paving an extended visit to Western Canada, calling on all branches of Mason & Hickey, their western representatives.

Maple Leaf Elevator at Southey, Sask., was recently destroyed by fire, the origin of which is unknown. It is estimated that 20,000 bushels of grain was lost. The C.P.R. supplied a special train to haul water with good effect. Adjoining buildings were saved by local willing workers and a favorable wind.

Tees & Persse Co., Ltd., Winnipeg, have been appointed agents from the Great Lakes to the Rockies for the dried fruit branch of the California Fruit Canners' Association, packers of Del Monte brand. They have also been appointed agents at Winnipeg for the J. K. Armsby Co. Heretofore they represented Armsby at all points excepting Winnipeg.

ASSISTANT SALES MANAGER

K. McIntyre has recently been appointed assistant sales manager, to cooperate with H. C. Mendosa, sales manager of the Canadian Chewing Gum Co., Toronto.

BARLEY MILL AT FERGUS SAVED

The fire that recently destroyed the flour mill of James Wilson & Sons of Fergus fortunately spared the pearl and pot barley mill, and beyond a slight scorching it suffered little and will be in active operation again very shortly.

U.S. RICE PRODUCTION

The production of rice in the United States for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-1917 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

POOREST FRUIT CROP YET

Ontario's Fruit Production Lowest on Record—Apple Yields Under Forty Per Cent.

Ontario's fruit crop this year is the smallest on record, according to the September report of the Dominion Fruit Commissioner. In no one district is there said to be a 40 per cent. crop, and the one section in which this figure is even approached is in the valleys of the St. Lawrence and Ottawa, where fruit-growing is, at best, a very minor line of activity. In Prince Edward County, one of the heavier producing districts, a 30 per cent. crop is counted on; in the Georgian Bay

district and along the front of Durham County, also important apple-growing areas, 20 per cent. is looked for; while in Oshawa and Norfolk districts, two of the most important apple sections of the Province, the yield is not expected to exceed 10 per cent. September sunshine has given a fine color to the fruit, but worm holes and fungus will force the bulk of the crop below No. 1 grade. Reliance for domestic needs must be largely placed on Nova Scotia, which has a moderate crop of well-colored and generally clean apples.

The situation is rendered even more unfortunate because of the fact that other fruits as well as apples are short. Peaches in the Niagara district are only a 50 per cent. crop, and the crop is lighter in Western Ontario. Pears in Niagara are only half a crop, and the best report outside Niagara is of a 25 per cent. yield. Plums are equally light, and the grape crop will be greatly shortened owing to failure to mature as result of adverse conditions in spring and early summer. Tomatoes were also held back by cold, wet weather early in the season, and yields have been shortened by early autumn frosts.

This year undoubtedly ranks as the poorest year in the history of Ontario fruit growing. Prices have been high, but not nearly high enough to offset reduction in production.

CONCENTRATING TRADE AT HOME

(Continued from page 34.)

town. They have grown enormously rich at your expense, and at the expense of your home merchant, who is your neighbor, your friend and your fellow-citizen.

"It is your duty as a citizen to do everything you can to help build up your town. In no other way can you do this more easily and more to your own advantage than by patronizing your local merchants.

"We know you are fair-minded and want to do what is right. After you have thoroughly considered the matter, we are sure your sense of duty will convince you that you owe your support to the Kingston merchants, who do so much to serve and accommodate you."

Big Fare-Refunding Sale

The forcefulness of the foregoing statement, clearly defining what the position of Kingston people should be toward their local merchants is applicable to any town or small city in Canada where the same problem has to be faced. Following an attempt to impress the public with the seriousness of the situation by means of such statements as that above, a big Fare-Refunding Sale was put on by Kingston merchants. The event proved to be one of the greatest stimulants to local trading that had been seen in the city. The feature of the sale was the refunding of car fare to customers living within a radius of forty miles of the city who shopped in the city during the sale. Every merchant in the city made elaborate preparations.

The benefits accruing to the town or city which follows the procedure of Kingston in arranging such sales and concentrating all buying interest in local stores are of inestimable value. The advantage is evenly divided, for not only do the merchants benefit by the increased sales, but the local newspapers also secure their due of advertising, and the community is well on its way to a flourishing position when it has learned to keep its wealth at home by patronizing its local merchants.

RAISINS TO TAKE THE PLACE OF FRUIT

Here is an Interesting Letter Relative to a Subject That is Getting of More Importance Daily

Dear Sir,—In answer to your query in the CANADIAN GROCER issue of Sept. 28, as to what we are going to nibble at during the winter months, to replace the general fruit shortage, I beg to suggest raisins.

The general public of to-day look upon the raisin as an article of luxury and very seldom class it under the same category as the orange, banana, apple, etc.

Here are some statistics as to the food value of the raisin.

In the first place the raisin contains 75% carbohydrates in the form of grape sugar or fructose and levulose, both of which are practically predigested in Nature's laboratory and therefore ready for easy assimilation.

The analysis of its protein value is 2.6% and acids are 2.7%. It also contains such essentials for body building as magnesium, potassium, calcium, sodium, phosphorus, chlorine, sulphur, and iron in form ready for easy assimilation.

The energy producing power is from 1,550 to 1,605 calories to the lb. and as these are the days of calories it is therefore one of the best.

Taking comparisons one lb. of raisins is equal in food value to 1 1/3 lb. of beef, 6 lb. of apples, 5 lb. of bananas, 4¼ lb. of potatoes, 1 lb. of bread, 4 lb. of milk, 4¾ lb. of fish (edible portion) and 2 lb. of eggs.

You can see by above statistical report that the raisin should be classed as one of the foremost of foods to be placed on the dining table.

B. C. POTATO CROP

W. E. Scott, Deputy Minister of Agriculture in British Columbia, estimates the provincial potato crop at 61,000 tons as compared with 72,000 tons last year. Of this year's supply it is understood that approximately 40,000 tons will be required for home use in the way of food, and some 8,000 tons for seeding. On this basis there would be about 13,000 tons available for the evaporating plants or for export. Mr. Scott thinks the price should be set by the Controller at once in order to prevent speculation.

EMBARGO STOPS SPECULATION IN CORN

In order to prevent speculation the United States Food Administration has prohibited the export of corn except under license. The Canadian Food Controller has taken steps to facilitate importation into Canada and the Washington authorities will issue licenses upon his recommendations. Persons or firms requiring to import corn may obtain application forms from the office of the Food Controller, Ottawa.

INCREASED RICE CONSUMPTION

The increasingly important part rice is playing in feeding the people is shown in figures just compiled by the United States Food Administration.

The production for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-17 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

SERVICE DEPARTMENT

Nova Scotia Apples in Car Lots

Please give me names of some Nova Scotia growers or handlers of apples in car lots:—

E. Hanson, Wheatley, Ont.

W. J. Snelgrove, Parry Harbour, Ont.

Answer—The following are growers or handlers or N. S. apples in car lots:

The United Fruit Co., of Nova Scotia, Berwick, N.S.

The Nova Scotia Shipping Co., Berwick, N.S.

Herbert Osyler, Kemptville, N.S.

H. Bligh & Sons, Halifax, N.S.

W. H. Chase & Sons, Wolfville, N.S.

B. C. APPLE DEALERS

Please give us the names of apple dealers in British Columbia where we could obtain apples in car lots:

McKenzie & Co., Fort William, Ont.

Answer.—The following are growers or handlers of apples in British Columbia:

Sterling & Bitcairn, Kelowna, B.C.

Okanagan Valley Grocers' Association, Vernon, B.C.

GROCERS' WOODEN SCOOPS

Please let me know names of manufacturers of wooden scoops and where I can secure them.—E. Leboeuf, Montreal.

Answer.—Walter Woods & Co., Hamilton, Ont., and Winnipeg, Man., handle Wooden Scoops, also Tin, Granite, Aluminum, Horn, Nickle, Brass and Galvanized Scoops.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OWING to the publicity given by the Food Controller to the fact that raw sugar is difficult to obtain an unusual interest was started in sugar and a heavy demand has developed as a result. Consumers have become uneasy over the situation and have been stampeded into buying as it were. Representatives of refiners state there is no occasion for alarm over the situation, asserting that with a normal demand for this time of the year there should be enough sugar in Canada to carry through until such time as the new Cuban crop begins to come on the market some time in December. Furthermore, Canadian beet root sugar will be on the market within the next week or two and should afford a measure of relief.

With the report that the embargo on import of tea into Great Britain is likely to be removed there is anticipation among tea dealers that a very active market would develop in Canada should the embargo be raised. Stocks of tea in the British Isles are very low and available supplies in Canada would undoubtedly be drawn upon as one of the nearest sources of supply.

Provisions of all kinds were in steadily firm market. Hams and bacon and barrel pork are now in good demand. Large export shipments of butter have reduced the stocks in Canada considerably and put firmness into prices. Eggs also are in firm market. Honey is firm with supplies dwindling. Advances have been recorded in shoe and stove polish, salad dressing, washboards, soup cubes, tobaccos, powdered bathbrick, cotton twine, dates, lima beans, cornflakes. A decline was recorded in one brand of package cornmeal.

Prices on new pack corn and tomatoes have not yet been announced, but cannot be long delayed. There has been no agreement as yet between the millers and the Food Controller with respect to the price of flour. A meeting is to be held on Thursday of this week, but it is understood no announcement will be given out until about November 1. Business is seasonably good, although it cannot be characterized as brisk.

QUEBEC MARKETS

MONTREAL, Oct. 16.—In general the trend of prices is still on the advance. Firmness is indicated in canned goods, beans, dried fruits, rice, tea, butter, eggs, and pork products, although during the week a somewhat easier tone was noted in the hog market. Demand for canned milk is strong. There is increasing difficulty in getting deliveries of goods, and the wholesale trade is counting on the co-operation of the retailers in every district to help out by patience under trying but unavoidable conditions. Flour market is briskly busy, but unaltered in quotations. Sugar market is active and firm. Amongst miscellaneous lines up in price are snuff and cotton twine. Business in city and provincial districts is reported good.

A Salt Shortage; Snuff And Twine Up

Montreal.

MISCELLANEOUS. — There is a shortage of salt which has been felt acutely in some quarters of the retail trade, one very large house having had to send customers away unsupplied. This is due to the coal situation. Salt is being imported from the United States to supply demand, one wholesaler having brought in large quantities. Olive oil is increasingly scarce also. Imperial tobacco snuff is higher priced, Larilord $1.40 a lb., and Rose Leaf $1.50 lb. Three-ply cotton twine is now 46½c to 47½c a lb., and 4-ply is 50c to 51c a lb.

Sugar Market Keeps Steadily Firm

Montreal.

SUGAR.—The situation in sugar is unaltered except that demand on refiners is reported to be heavier, and one refinery is said to have no more raw sugar to handle so that, while its price is still at the $9 basis, this is merely nominal now. The other refineries are busy, and wholesalers have good sized orders coming in both from old customers and from new customers who formerly bought direct from refineries. Every counsel is given by the wholesalers to retail trade to buy sugar only as required, and on no account to speculate at the present juncture. A decline in prices is anticipated by some in December, but it is by no means definitely suggested. That there is enough sugar to meet consumers' needs is still the view of leading authorities, but any abnormal demand arising would probably upset calculations.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Still Exceedingly Firm

Montreal.

CANNED GOODS.—Advances in price for canned goods are inevitable now except in certain unimportant lines such as blueberries which have shown a trifling decline as compared with previous quotations. Most of the fruits and vegetables are now higher in price than previously. So also with the canned fish, salmon especially being scarce, although prices remain unchanged for certain lines. It is expected that a good many Alaska Reds will take the place of Cloverleaf to fill contracts this season. The shortage in Sockeye salmon is beyond redemption otherwise. Quotations on tomatoes, corn, etc., may be firmer before long. It is anticipated that the prices expected from the Dominion Canners on these lines may equal present price of wholesale goods to retail trade. This will mean further advances.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats		2 45
1 lb. flat		4 00
1 lb. talls, cases 4 doz., per doz.		3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls		2 40
Cohoes, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz		2 25
Canadian sardines (case)	6 75	7 00

Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	....	2 40
Tomatoes, U.S. pack	....	2 40
Tomatoes, 2½s	....	2 40
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	....	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 10
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Great Scarcity Of Evaporated Apples

Montreal.

DRIED FRUITS.—All dried fruits keep advancing in primary markets. Dried apples are going to be tremendously short in supply. The cancellation of contracts for very large quantities has been notified in Montreal, and wholesalers are vexed at the situation. Packers of dried apples report that they cannot get the fruit they need for the production of their goods. As a result of this shortage the demand will naturally go towards dried peaches and evaporated pears as the best substitutes for apples. Prunes are very firm in market and large sizes at a premium. A short crop of Oregon prunes is reported, but not as yet positively. Some cars of California prunes are on their way East at present and will relieve a distinct shortage in spot goods. Hallowee dates (loose) are quoted at 24c. per lb.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Brazil Nuts Are Quoted Lower

Montreal.

NUTS.—It is the view expressed by wholesalers now, that Brazil nuts in the shell at 14c to 15c a pound are cheap nuts. The tendency in most lines of nuts is always to firmer prices. The difficulty of shipment from primary markets increases, and crop difficulties have had their effect also. Valencia shelled almonds now cost 44c to 45c a pound. Desiccated cocoanut is 32c to 34c a pound, and all these products are in firming market as pointed out for some time in CANADIAN GROCER. California Grenobles are offered but at prices in primary market which would mean 30c a pound retail and consequently business in these has not developed to any extent as yet.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 44	0 45
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags.	0 19	0 20
Walnuts (California), No. 1	....	0 24

Molasses And The Corn Syrups Steady

Montreal.

MOLASSES AND SYRUPS.—There is no alteration in the molasses market as to prices. The present quotations made by wholesalers provide for small margin and smaller profit according to the cost of laying the goods down in Montreal. Some molasses is still believed to be available outside of wholesalers' stocks, but this is in small quantity now. Demand is continuously strong. Corn syrups keep firm in price, though there have been expectations that they might possibly show the effects of the huge United States corn crop. This, however, will not reach Canada for a considerable time yet, and may be much delayed by car shortages.

	Prices for Fancy,	Choice,
Barbadoes Molasses—	Island of Montreal	
Puncheons	0 83	....
Barrels	0 86	....
Half barrels	0 88	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be cold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

Bean Market Is Looking Firmer

Montreal.

BEANS.—The bean market is most uncertain and unsettled at present. Reasons for this are complicated, having to do with the effects of United States price problems, and the difficulty over Rangoon beans of late. The situation in brief is that demand for the new crop Canadian beans is delayed and, while farmers are holding for higher prices than had been expected, buyers are not to the fore. One firm of wholesalers has made a price of 15½c a pound for Quebec Province white beans equal to 3-lb. pickers. This would work out to $9.30 a bushel. Three-pound pickers have been quoted at $9.50 a bushel for the past few weeks, and are still quoted at that figure until more definite marketing of the new crop begins. Imported beans are likely to be high priced, and the outlook is less and less towards easier prices in beans.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Firmer Market For Rice Anticipated

Montreal.

RICE AND TAPIOCA.—Small pearl and flake tapiocas are the lines in sharpest demand in the New York market from which supplies for Canada are obtainable. Quotations go still higher in primary, and supplies are scarce. Medium pearl tapioca is not in such sharp demand. Local demand in Montreal is steady but not unusually strong. Rice looks inclined to firmer prices before long. It is reported that a Western milling concern would repurchase rice which the firm had contracted to supply to the East. Advances are expected.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	....	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 88
Rangoon CC	....	7 60
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Cloves Still The Spice High-Flyer

Montreal.

SPICES.—Cloves continue to be the spectacular item in the spice market. These are priced beyond all records now in New York, and while a few are obtainable from London, according to reports, the primary market (Zanzibar) ceases to give any sign of certain supply for the future. Cloves are four times the price they were in time of peace. Pimento is firm in sympathy with cloves. Mace and nutmegs are steady. Cassias are less active. Gingers are steadily firm in tone and may be higher in price. Seeds and herbs of all kinds seem to be heading for much higher prices according to primary market information. Local quotations for this week are unchanged as compared with the past week.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., hulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Tea Outlook is Still Very Firm

Montreal.

TEA.—The tea market in Montreal and district remains steady and very firm. There are no bargains left long without buyers under present conditions.

Japans and black teas alike are firmly priced, and even the lower grade Japans are advancing in price owing to scarcity. The outlook is for firmer black teas. It is certain now that the United States Government will control all ships that could carry tea to U. S. ports, and there is even a hint now that the United States Government may follow the British Government's example and hold all tea cargoes arriving for home consumption, or to be let out of the country sparingly under license. As much tea for Canadian buyers comes via the States, this may affect markets to firmness later on. Meantime prices remain as previously quoted.

Pekoe, Souchongs, per lb	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Coffee Still In Quiet, Steady State

Montreal.

COFFEE.—The market for coffee, which has been having what is very near a break to lower prices in the primary sense, remains steady as far as business from wholesale to retail in Montreal and district is concerned. It is hardly possible to have much lower prices in this product, as the growers and handlers in the great primary markets are struggling to maintain prices under conditions of restricted demand, and will not flood the market if they can help it. Apparently only the sudden reopening of the great European markets to coffee or a complete failure of crop could firm up this continuously quiet and steady market. But shipping difficulties, container costs, and the uncertainties of the present war period make prediction inadvisable.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Potatoes Cost More Freight Cars Short

Montreal.

FRUIT AND VEGETABLES.—Potatoes are scarce, due to car shortage. It is still possible to get Montreal new potatoes at $1.75 a bag, but imported potatoes from any distance away are costing $2 a bag. This is a forerunner of what may perhaps be usual in the winter, in spite of a good crop of potatoes, according to all accounts. Nothing new has appeared on the market except some cranberries from the States, which are quoted at $15 a barrel. There is a gradual falling off in supplies of various lines, and prices are firming a little here and there in the early fall lines. On the other hand, some of the later fall goods are easier priced, sweet potatoes being down to $2, and Spanish onions being quoted easier also. Demand for all fruit and vegetables is good, the demand for apples being especially brisk, while supplies are not plentiful.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, crate	....	4 50
Canteloupes, per bkt.	....	0 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 50
Gravensteins	....	6 50
Apples (peach, per gin box)	....	1 25
Cauliflower, per doz. bunches	....	2 50
New corn (bag), doz.	0 20	0 25
Celery, Canadian, per doz.	0 50	0 75
Celery crates, 7 doz.	....	6 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate	....	5 50
Spanish onions (small crate)	....	2 00
Potatoes, new, bag	1 75	2 00
Potatoes (sweet), per hamper	....	2 00
Carrots, bag	....	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	....	0 75
Tokay grapes, crate	....	2 75
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Tomatoes, box	1 75	2 00
Horse radish, per lb	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag (Montreal)	....	1 50
Beans, green, bag (Montreal)	....	1 50
Leeks, per doz. bunches	....	1 00
Parsley, doz.	....	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Rhubarb, per doz.	....	0 25
Eggplant, per doz.	0 40	0 50
Garlic (Canadian), lb.	0 15	0 20
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers (Montreal), doz.	....	1 00
Cucumbers (Boston), doz.	....	2 00
Cucumbers, preserving, doz.	0 50	0 60
Pickling gherkins, per gin box	....	3 00
California plums, box	2 85	3 20
Do., peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Pears, box	....	1 25
Plums	....	1 50
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	0 75	1 00
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	15 00

Demand for Fish Is Steadily Increasing

Montreal.

FISH.—On account of the publicity which is being given to fish at present, and the National Fish Day being at hand, an impetus has been given the fish business, and this is helping daily to increase fish sales. A still further increased publicity campaign is being launched right now in Quebec Province to bring more forcibly before the public the advantages of a fish diet in point of economy and of health. The market is at present fairly well supplied with all seasonable fish—if we except fresh halibut, which has been very scarce indeed and is up in price accordingly. Some lakes also have closed down on fishing for dore and pike, which may be scarce for a few days in consequence. In pickled and salt lines the demand is certainly brisker and a large turnover is expected from now on to the close of navigation. Codfish in all its shapes and forms is in fairly good supply, as cod fishing has been good everywhere this year. Salmon is not very plentiful, but supplies will meet demand. In bulk and shell oysters trade is improving a little, but high prices in these will certainly retard business.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. Box	....	1 75
Smoked eels	....	0 12
Smoked herrings (med.), per box	....	0 17
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 25
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		$11 00
Salmon (Labrador), per bbl.		22 00
Salmon (B.C. Red)		24 00
Sea Trout, red and pale, per bbl.		16 00
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 40
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 50
FRESH FROZEN SEA FISH.		
Halibut	19	20
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	..	9
Salmon, Western	15	18
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 14
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 14	0 15
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	....	0 15
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 25	0 26
Eastern Halibut	....	0 25
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 14	0 15
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 15

ONTARIO MARKETS

TORONTO, Oct. 17.—There was a steadily firm situation in all grocery markets during the week, the trend of prices being upward except in one or two instances. Tobaccos, bath brick, stove polish, salad dressing, washboards are among the lines to show increases. Cornmeal in packages was quoted lower by one concern but cornflakes were higher in price. Package dates show a generally firmer tendency. Compound lard was higher by ½c per pound with a good demand reported. Live hogs were lower in price. Bacon and hams and barrel pork are in good demand and prices were steadily firm. Butter and eggs were also in strong market. Honey is getting scarcer and prices showed a corresponding firmness. Business is more of a

hand-to-mouth nature and is of fairly good volume. Briskness does not yet characterize the fall trade.

No Occasion For Alarm Over Sugar

Toronto.

SUGAR.—A heavy demand has been created for sugar through the ill-advised remarks of the Food Controller that a serious shortage is likely to develop. Wholesalers point out that the Food Controller could not possibly have done anything more likely to set consumers in a panic to buy sugar. Refiners' representatives point out that if the sugar is let out sparingly and in normal quantities there will in all probability be enough sugar to last until the new crop Cuban comes in and the Canadian beet sugar comes on the market. Retailers would be doing the right thing in allaying the fears of their customers and informing them that there is not going to be a famine in sugar. There are still some 73,076 tons of raw sugar on the Island of Cuba of which practically about two-thirds has already been sold on contract. This will leave some 25,000 tons still to be disposed of. Cuban holders are asking more than the refiners are willing to pay, or more than the International Sugar Commission says the refiners should pay. This basis has been established at 5⅞c cost and freight and on the duty paid basis is equivalent to 6.90c New York. It was reported last week that Canadian refiners were disposed to pay more for sugar and they were in consequence getting small quantities. Now, however, Canadian refiners have agreed to adhere to the basis established for United States refiners. If Cuban holders are not disposed to accept 5⅞c the sugar may stay in Cuba indefinitely. There may be a temporary shortage of raw sugars for a time until the United States beet root sugar begins to reach the market more abundantly. Harvesting of beets is now under way in Utah and Idaho, under favorable conditions. In Nevada the beets are doing well. Wyoming reports the prospects good and conditions are favorable in Montana. The sugar content of the beets is reported high. The estimated crop of beet sugar is placed at 734,577 tons which should be more than enough to see the country through until the new Cuban crop begins to come on the market in December. The Canadian beet crop will start to come on the market during the latter part of this month and is placed at 12,500 tons. There may be a short period in the immediate future when sugar will not be plentiful but higher prices are not anticipated.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	9 14
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobacco, Bath Brick And Stove Polish Up

Toronto

TOBACCO, BATH BRICK, POLISH. —An increase has been made effective in the price of smoking and chewing tobaccos of certain brands. Stag chewing tobacco has been advanced 8c per pound to 57c and Forest and Stream smoking tobacco 9c per pound to 98c. Shamrock smoking is up 8c per pound to 57c. Oxo cubes have been advanced slightly, 4's now selling at 97½c per dozen, an advance of 2½c and 10's at $2.45, an advance of 5c per dozen. Powdered bath brick has been advanced 12c per dozen to 60c. Simplex shoe polish has been advanced 10c per dozen to 85c, Black Cat shoe polish to $1.75. Royal salad dressing, lunch size, has been advanced to $4.35 per dozen, the former price being $3.95. Globe washboards of zinc pattern have been advanced to $4.35 per dozen. Aylmer boneless chicken is now reported to be off the market, as it is no longer obtainable. There may be still some light stocks in wholesalers' hands but manufacturers are unable to supply additional wants. Tuna fish is again in the market and is being quoted at $3 per dozen. Cotton twine has been advanced 2c per pound, three-ply now selling at 44½c and four-ply at 48c per pound. Catelli's bulk macaroni is now quoted at 45c in 5-lb. and 90c in 10-lb. packages.

Molasses Demand Is Getting Heavier

Toronto.

MOLASSES, SYRUPS. — With the coming of cooler weather there has been an increased demand for molasses for baking purposes. Sugar house syrup has been in active demand during the week, larger orders seeking placement than the dealers cared to take on. Corn syrups are holding in steady position with the probability that lower prices may come when the new-crop corn begins to come on the market. Through the operation of the embargo on corn from the United States it is increasingly difficult to get supplies as it is necessary to get a license in order to get stocks. Cane syrups were unchanged in price.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	....	0 84
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	4 40
West Indies, 2s, 36s	....	4 25

Firmness Still Prevails In Dried Fruits

Toronto.

DRIED FRUIT.—There is a continued firmness in the market for dried fruits due to the scarcity of spot stocks of prunes and to the possibility that shipments from the producing centres may be late on account of heavy Government buying for the United States armies. Candied peels are in strong position with an advancing tendency. Australian currants are also strong with the market practically bare of Greek currants. As indicated last week package dates are in very firm market. Figs were in slightly easier tone due to the disposition of wholesalers to clean out old stocks. Peaches are cleaned out for the most part and new-crop will not be in the market for some little time yet. Producers of dried fruit on the West Coast are finding difficulty in getting supplies of box shooks for shipment of prunes and raisins and have been resorting to paper containers. Excelsior and Dromedary dates were advanced in a number of instances by wholesalers during the week, following the firm position indicated in these columns last week. Excelsior dates are now quoted from $4.25 to $4.60 per case in certain instances and Dromedary dates have been advanced to $5.60 in some quarters. A car of new-crop prunes is now on the way and is expected to reach the local market some time during the week. Some new Thompson seedless raisins are also on the way. New crop dried apricots unpitted were placed on sale during the week at 16¾c per pound.

Apples, evaporated, per lb.	....	....
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28½	0 29
Citron	0 30	0 36
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 23	0 25
Dates—		
Excelsior, pkgs., 3 doz. in case	3 90	4 60
Dromedary dates, 3 doz. in case	4 50	5 60
Figs—		
Taps, lb.	0 05½	0 07
Malagas, lb.	0 08½	0 09
Prunes—		
30-40s, per lb., 25's, faced	0 16	0 17
40-50s, per lb., 25's, faced	0 15½	0 16½
50-60s, per lb., 25's, faced	....	....
70-80s, per lb., 25's, faced	0 12½	0 13½
80-90s, per lb., 25's, unfaced	....	0 11½
90-100s, per lb., 25's, faced	....	0 10½
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11½	0 12½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

New Pack Vegetable Prices Have Been Named

Toronto.

CANNED GOODS. — Canners announced their new prices on new pack

vegetables during the week, with the exception of corn and tomatoes. Wholesalers at the time of writing had not arranged their selling price, but they are expected to be somewhere near prevailing prices on old-pack goods. Beans are expected to be only 12 per cent. pack. Beets and sundry lines of vegetables are expected to be full pack. Peaches, plums and pears will also be full delivery. Corn and tomatoes, as intimated last week, are likely to be very light pack. Prices of all canned goods held steadily firm during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	....	1 35
Cohoes, ½-lb. tins	1 75	1 80
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	....	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 75
Asparagus tips, doz.	....	3 25
Corn, 2's, doz.	....	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	....	1 75
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.	....	2 35
Do., 12 oz.	....	2 25
Plum, 16 oz.	....	2 35
Do., 12 oz.	....	2 20
Raspberry, 4-lb. tin	0 76	0 78
Black currant, 4-lb. tin	0 73	0 76
Strawberry, 4-lb. tins	0 79	0 80
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Rumors That Tea Embargo May Be Raised

Toronto.

TEA.—Rumors were current during the week in the New York tea market that there was some likelihood of the embargo being lifted on shipment of teas into Great Britain. If this comes about, the opinion was expressed locally there may be a considerable movement of any surplus tea from the Canadian market into Great Britain. A big shortage in tea has developed in Great Britain since the operation of the embargo several months ago. Importers are now awaiting invoices on new crop Chinas and Japans. On one order that was placed in this quarter advice was recently received that the best price at which the tea could be sold was 15c per pound higher than the maximum limit the importer had set. As a result the importer cut his order down to one-quarter of the original.

Ceylon and Indias—		
Pekoe Souchongs	0 40	0 42
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

New Crop Chicory Is Now Being Shipped

Toronto.

COFFEE. — This week in the market was a featureless one so far as price movements were concerned. In the primary market there was a decline in Rio spot stocks but Santos spot stocks were unchanged. In the New York market holders of December options were inclined to sell and then buy options in the distant months. This would seem to indicate a feeling that the possibility of peace is not anticipated for the near future. There is a good demand for coffee locally, induced by the cool weather. Some new crop chicory came into the local market during the week.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Spices Continue In Firm Market Trend

Toronto.

SPICES.—There are only moderate stocks of spices in sight in the primary markets and uncertainty of future arrivals makes the situation one of firmness. High costs to import owing to the shipping situation, with embargoes on some lines, gives the trend of the market a steadily firm tone. With a good demand locally prices showed no disposition to change.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 45	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	....	0 65
American high test	....	0 65

Firmer Tone In Southern Markets

Toronto.

RICE.—There was a firmer tone in the New Orleans rice market during the week although advices did not indicate the reason for the same. There is very little rice as yet offered for immediate delivery of the new crop, as receipts are abnormally light for this season of the year. Prices remained unchanged locally with a fair demand reported. Tapioca was also in firm position, with an advance of ½c on lower quotations making the range 14c to 15c.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 00	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 15

First Shipment Of New Almonds

Toronto.

NUTS.—The first shipment of new-crop almonds is expected to reach the local market during the latter part of this week. A big shipment of almonds reached the New York market at the end of last week and prices in that quarter dropped 2c per pound. Importers made quotations on a corresponding basis in the local market. Walnuts have advanced 1c per pound in the primary market in New York and there is firmness in the local market in consequence. Peanuts are in firm market and will continue so, in all probability, until the new crop comes in next month. Pecans are expected to be cheaper as the crop in Texas is reported to be three times heavier than last year's. Filberts in the shell are slightly firmer at 18½c to 20c per pound. Shelled filberts are quoted at 38c to 40c per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 18½	0 20
Walnuts, Bordeaux	0 18½	0 20
Walnuts, Grenobles, lb.	0 18½	0 20
Filberts, lb.	0 18½	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 19
Brazil nuts, lb.	0 15	0 17
Shelled—		
Almonds, lb.	0 40	0 48
Filberts, lb.	0 38	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Beans Expected To Be A Light Crop

Toronto.

BEANS.—Canning interests report the bean crop will probably not be over 12 per cent. of normal. The late spring in which there was considerable wet weather is reported to have drowned out many of the beans. Indian beans are about the only kind that show any activity in the local market and in these wholesalers state there has been a fair movement. Ontario beans are not being offered in the local market at present. Farmers in some instances have been seeking to sell their crop of beans around $8.50 per bushel. Wholesalers would not offer more than $8. Lima beans showed a firmer tendency and advanced 1c per pound during the week, the low quotation being 17c.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush...	....	8 00
Indians, per bush.	6 40	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush	....	....
Limas, per pound	0 17	0 17½

Package Cornmeal Down But Cornflakes Are Up

Toronto.

PACKAGE GOODS.—Quaker cornmeal in packages was reduced 10c per case during the week to $3.65 while cornflakes of the same brand were advanced 10c per case to $3.40. With an even break such as the above, the market remains pretty much in the status quo. There is an easier undertone to the market for all corn products for future as the arrival of new-crop corn in November should give an abundance of this cereal. Rolled oats held in steady position and starches also remained unchanged. Corn products for the immediate future are firm owing to the operation of the embargo on corn in the United States.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Storms In North Interfere With Fishing

Toronto.

FISH, OYSTERS. — Wholesale fishmen report the arrivals of fish from northern waters very light during the week as fishing has been greatly retarded by adverse weather conditions. white fish is very scarce in consequence and trout is in but slightly better supply than white fish. The same factor has operated to cause light receipts of Government fish. The appetite of people has been whetted for fish and this has made a good demand on all available kinds. Halibut was again in the market, a car being expected to arrive during the latter part of the present week. Price was up 1c per pound at 23c. Some frozen British Columbia cohoe salmon was in the market, being quoted at 20c per pound. Fresh B.C. and Restigouche salmon sold at 22c per pound. Oysters are selling seasonably well.

SMOKED FISH.		
Haddies, per lb., new cured	0 11	0 13
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	1 75
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 00
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	0 23
Halibut, frozen	0 19	0 20
Salmon, B.C.	....	0 22
Do., Restigouche, lb.	....	0 22
Haddock, express, lb.	....	0 10
Herrings, frozen	0 04	0 06
Steak cod, fancy, lb.	....	0 10
Cod, market, heads on, lb.	0 08½	0 09
Mackerel, lb.	....	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring per lb.	....	0 10
Pike, lb.	....	0 12
Whitefish, lb., fresh	....	0 15
Trout, lb., fresh	0 13½	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00
Blue points, bbl.	....	9 00
Malpeque, bbl.	14 00	15 00

Apples In Barrels More In Evidence

Toronto.

FRUIT.—The fruit market gave evidence of heavier arrivals of apples during the week. Some very fine samples of early fall apples were shown, particularly in Gravensteins. Nova Scotia apples were in good supply also. Of the Ontario apples No. 1 Colverts were quoted at $5.50 per barrel, No. 2 Colverts at $5 per barrel, No. 1 Maiden Blush at $5.50, No. 2 Holland Pippin at $5, No. 1, Wealthys at $6 and No. 2 Wealthys at $5.50. Tree run of Ontario apples marked No. 3 and stated to contain about 60 per cent. No. 1, 25 per cent. No. 2 and 15 per cent. No. 3 were quoted at $4.50 per barrel. No. 1 Nova Scotia Gravensteins were quoted at $5 barrel and No. 2's at $4.50. A car of Porto Rico grapefruit was due to arrive during the week. Jamaica grapefruit was quoted at $5 to $5.50 per case and Florida grapefruit at $6 per case. Peaches were in lighter supply, being confined mostly to a few late Crawfords, Longhursts and Smocks. In six-quart baskets the range of prices was from 40c to 60c and in 11-quarts from 50c to $1.25. Grapes in 6-quart baskets sold from 22½c to 40c. Fruit was not in as big demand during the week.

Apples—		
California, boxes	2 15	2 75
B.C., boxes	2 50	2 75
Ontario, Colverts No. 1	....	5 50
Do., Colverts, No. 2	....	5 00
Do., Maiden Blush, No. 1	....	5 50
Do., Holland Pippin, No. 2	....	5 00
Do., Wealthys, No. 1	....	6 00
Do., Wealthys, No. 2	....	5 50
Tree run	....	4 50
N.S., Gravenstein, No. 1	....	5 00
Do., Gravenstein, No. 2	....	4 50
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	....	14 00
Grapes, Ont., 6 qt.	0 22½	0 35
Grapes, leno, 6 qt.	0 30	0 40
Grapefruit, Jamaica, case	5 00	5 50
Oranges—		
Cal. late Valencias	3 75	4 25
Lemons, Verdillis, case	4 75	5 50
Vegetable marrow	0 25	0 40
Muskmelons, 11 qt.	0 30	0 40
Do., 16 qt.	....	0 50
Peaches—		
Ontario, 6-qt.	0 40	0 60
Do., 11-qt.	0 50	1 25
Pears, Cal., box	3 75	4 00
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Cuban, case 30-36s	4 00	4 50
Plums, Cal., box	1 75	2 25
Niagaras, 11 qt.	0 75	1 00
Prunes, 11 qt.	1 00	1 25
Damsons, 11 qt.	1 00	1 25
California grapes, Tokays	2 25	2 40
Emperor grapes, keg	....	5 00

Potatoes Go Higher; Spinach In Boxes Coming

Toronto.

VEGETABLES.—With so much talk about the regulation of the price of potatoes the result has been that prices have become steadily firmer and during the week were quoted from $1.50 to $1.75 per bag. Corn was firmer in price at 15c to 30c per dozen. Canadian head lettuce was quoted at $1.25 per dozen. American mushrooms were quoted at $1.12½ per pound. Red peppers were in declining market and were quoted from 75c to $1. Tomatoes were touched with frost during the week and the supply was of a secondary grade in consequence. Spinach in boxes arrived and was quoted at $1. Movement of vegetables was not brisk.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 85	1 00
Beans, green, string, 11-qt.	0 60	0 75
Do., golden wax, 11-qt.	0 60	0 75
Corn, doz.	0 15	0 30
Cucumbers, Can., 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 75	1 25
Cabbage, Canadian, doz.	....	0 40
Carrots, new, basket	....	0 25
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, doz.	0 30	0 85
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	....	1 25
Mushrooms, lb.	....	1 12½
Onions—		
Spanish, crates	....	5 50
Do., Canadian, 75-lb.	....	2 75
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	1 50	1 75
Sweet, hamper	2 00	2 25
Spinach, box	....	1 00
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	0 50	1 00
Tomatoes—		
11-qt., No. 1	0 50	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Oct. 17.—Western Canada is breathing freely again now that the strike of elevator operators at Fort William is settled. The business men of Winnipeg were seriously alarmed over the situation, and if it had not been settled soon there would have been trouble. This strike of elevator operators was not the only trouble. It was learned that the elevator companies throughout the West ceased to take wheat from the farmers, and the reason for this seems to have been that these companies were not sure that they were going to get paid for handling the grain after the price was fixed. The situation became serious, and for a time it looked as though this was going to upset the credit situation in Western Canada. Had it continued, the farmer, who was without money, would have become impatient and sold his wheat at the best price he could secure. With many farmers doing this, the market would soon have been in chaos. The Government scented trouble, and soon took action which remedied this matter.

Difficult To Foresee What Sugar Will Do

Winnipeg.

SUGAR.—The trade here this week were nonplussed, not knowing what action would be taken by the Food Controller regarding the distribution of sugar. Everybody seemed to think that sugar would be lower, but hardly expected a decline before the new Cuban raw sugar had arrived on the market, which

was not expected until late in December. Refiners' representatives here last week-end seemed very certain that no decline would take place before end of October, and all information coming from the East seemed to confirm this.

Evaporated Apples Now In Delicacy Class

Winnipeg.

DRIED FRUITS.—The prune market is very much steadier, and the trade are looking for higher prices. Information coming in from California is to the effect that large sizes are going to be very scarce. It is stated that packers will make only a partial delivery on large size. Apples are almost extinct as far as new crop is concerned. The only point in Canada where apples are available seems to be Nova Scotia, and the price there is 20c f.o.b. factory, which puts evaporated apples in the delicacy class. It is realized here that the Ontario crop has been a failure, and one jobber went so far as to say that the pack of evaporated apples would hardly exceed a dozen cars.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 11½
80-90s, 25-lb. boxes, per lb.		0 12
50-60s, 25-lb. boxes, per lb.		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.		0 08½
90-100s, 25-lb. boxes, per lb.		0 10¼
80-90s, 25-lb. boxes, per lb.		0 10½
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	....	0 13⅞
Apples, 25-lb. boxes	....	0 14¼
Apples, 3-lb. cartons, each	....	0 52
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 12⅜
16 oz. choice, seeded	....	0 11⅞
12 oz. fancy, seeded	....	0 10
12 oz. choice, seeded	....	0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.	....	0 22
Candied orange, boxes, lb.	....	0 25
Candied citron, boxes, lb.	....	0 30
Cut mixed, 7-lb. boxes	....	0 28½

Tapioca Too High; Rice Quotations Up

Winnipeg.

RICE.—There have been large sales made lately of Siam rice on a basis to cost the retailer 10c. As the same rice is to-day costing the dealer between seven and eight cents, it can be readily seen that price of rice is on the up-grade. The price of tapioca in the first market has gone to such a high figure that the consumption is rapidly falling off. Practically all wholesalers in Winnipeg have raised the price of their rice nearer where it should be, due to stocks under old contracts being practically exhausted, resulting in the wholesalers being forced to replace stocks at higher prices than what they sell spot stocks at. It is said there is a possibility of prices ruling lower after the first of the year owing to the fact that there will be a lull in shipping, and possibly more goods will be got through.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08¾
Choice Japan, 100-lb. bags		0 07¼
Siam, 100-lb. bags		0 07
Siam, 50-lb. bags		0 07⅛
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

Still Indications Of Cheaper White Beans

Winnipeg.

DRIED VEGETABLES.—Locally there is an easing off in the price of white beans, brought about by lower quotations from the Pacific Coast. These are Indian beans, which are not as satisfactory as the Japanese beans, but are lower in price and seem to suit the trade. They are selling at $7 bushel.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb.		0 14
Manchurian, white, hand picked, per bu.		7 00
Bayo, California, 100-lb. sacks, per sk.		5 75
Peas—		
Split, 98-lb. bags, per bag		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

New Peanuts May Be Cheaper

Winnipeg.

NUTS—Brokers state that on account of the difficulty of getting bottoms the arrival of new nuts from foreign countries is problematic. New crop of peanuts will be on this market next month; new prices have not been announced yet. Owing to the fact that consumption has fallen off on account of the high prices, it is possible that prices may be a little lower. It is also possible that we shall see more Japanese and Chinese peanuts on this market, as the price of these is lower.

NUTS—IN SHELLS.

Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.	....	0 15½
Fancy roasted, fresh, lb.	....	0 17¼
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15

NUTS—SHELLED.

Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 45
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 59
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.		0 14½

Trade In Winnipeg Well Off For Tea

Winnipeg.

TEA.—The jobbers of Western Canada seem to be well off for teas; much better off, it is stated, than the trade in Eastern Canada. It is stated that they are selling their tea on too low a basis, considering the price of tea in the primary market to-day, and that they could ship tea to Eastern Canada and sell it to the wholesale trade there at a bigger profit than they are making by selling to the retailers here. However, tea is not as scarce down East as it was a few weeks ago, as supplies of Java teas have been coming in very freely via Vancouver. Brokers here state that the freight situation continues to be very serious, and that prices in the primary market are very high.

New Canned Fruit Prices Are Higher

Winnipeg.

CANNED GOODS. — All kinds of canned fruits and vegetables are meeting with ready sale these times. The fact that the embargo has been lifted in Western Canada, and that there is every likelihood of a short pack on tomatoes and corn, has stirred up retailers to lay in stocks. New prices came in this week on the following fruits:—Black raspberries, yellow peaches, gooseberries, Bartlett pears, Lombard and greengage plums, and damsons. Prices were also named on beets. In every case prices are higher than last year's opening prices. As far as fruit is concerned, deliveries will likely be close to 100 per cent. It is likely there will be short deliveries on tomatoes, corn and pumpkins.

New Pack Salmon Reaches Winnipeg

Winnipeg.

CANNED SALMON.—New pack salmon is arriving on this market, and is eagerly picked up by retailers, who appreciate that there will be a decided shortage before spring. One house is limiting sales to five-case lots, and no doubt all wholesalers will be limiting their customers similarly, otherwise they would soon be sold out. The following are typical quotations on sockeyes and cohoes:

Sockeye talls, 4 doz.	$14.40 case.
Sockeye halves, 8 doz.	16.25 case.
Cohoes, 1-lb. talls	10.40 case.

Potatoes Still 75c Bush., But Retail Price Up

Winnipeg.

FRUITS AND VEGETABLES.—Imported corn, egg plant, Hislop crab apples, canteloups, Washington Bartlett pears, Tragedy plums, California Gravenstein apples, are all off the market. There has been a decline in the price of carrots and turnips, which are now offering at $2.50 and $1.50 per cwt. respectively. Potatoes were still selling at 75c per bushel early this week, although most retailers had advanced their prices. California tomatoes, boxes, 25 lbs., declined to $2.50. Imported green peppers are down to $2.50 per bushel basket. Italian prunes have jumped to $1.75 per 18-lb. box. Nova Scotia apples have arrived on the market at $5 per bbl.; other apple lines are Washington Jonathans, boxes,

(Continued on page 45.)

FLOUR AND CEREALS

Flour Market Busy But Waiting News

Montreal.

FLOUR AND FEEDS.—Without alteration in prices, but with very brisk business going steadily ahead, the flour market waits for news of fixed flour prices, according to Government standard. The actual official fixing of the prices is not expected to cause much difference or upset of any kind. Business is satisfactory to the millers at present and mills are kept running to capacity. Wheat quality continues high and, though much trouble is anticipated yet in the matter of car shortages and the movement of both wheat and flour, etc., this is, so far, not vexing trade. Mill feeds are more than ever in demand and firm at the former prices quoted. In winter wheat, following a reduction in prices as compared with last week's quotations, there has been a reversion towards firmness, but without alteration of prices so far. Demand for winter wheat flour is steady, but not abnormal. Some observers foresee a weaker tendency again in winter wheat, but at present the indications are indefinite.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 00	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Cereal Market Sees Small Alterations

Montreal.

CEREALS.—Rolled oats are in weaker market as far as strictly local business is concerned, and 90-lb. bags have been sold in fair number at $4. The news as to the oat crop in the North-west is no more reassuring than formerly, but demand has not been as active, hence easier market tone. Barley is easier, pot barley being quoted at $6 to $6.50 for 98 lbs. The big crop of corn in the United States is coming forward very slowly, it is said, and there will probably be fairly steady corn products prices for some time yet. Oatmeal and the wheat based cereals are this week unchanged.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 00	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Prices Are Not Yet Fixed

Toronto.

FLOUR.—There has been no agreement as yet between the millers and the Food Controller with respect to the price of flour. It is understood that a couple of preliminary meetings have been held, but nothing definite has been reached. Another meeting is to be held on Thursday of the present week, when it is expected agreement will be reached. Intimations, however, have been made that there is not likely to be any change in the price of flour until about November 1. Millers still maintain that there can be no material reduction on the present price of flour unless wheat prices are established lower. Demand for flour continues quite brisk with all the mills, as considerable Government business, together with a good domestic demand, is operating to make them busy. Wheat market remained unchanged at established price of $2.21 per bushel. Flour prices were unchanged.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.10-$10.35	$10.30-$10.35
Second patents	10.15	10.35

Farina And Wheatlets Slightly Easier In Price

Toronto.

CEREALS.—An easier tone prevailed in the market for farina and wheatlets during the week, both being quoted down 10c on the lower quotations, making the range of prices from $6 to $6.50 per bag. Other cereal products held in steady position, with an increased demand, due to the colder weather.

	Less than car lots	
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.	....	5 00
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 00	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 00	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeed Demand In Excess Of Supply

Toronto.

MILLFEEDS.—An increased demand is reported for bran during the week, while other mill feeds are reported exceptionally good. Mills for the most part report that demand is in excess of the supply, and that by reason of existing contracts very little feed is for sale at the present time. Prices were firmly maintained at the same quotations as last week.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	...	3.05-3.30

Canadian Flour For U.S.; Quaker Oats Up 5c

Winnipeg.

FLOUR AND FEEDS.—Early this week the price for first patents was still $11. The domestic demand for flour is now about normal for this time of the year. There is a shortage of flour on the American market, occasioned by the shortage of wheat. The shortage of wheat is due to the fact that American farmers, being assured of a fixed price, are not going to any trouble to supply the mills with wheat. This is resulting in a demand for Canadian wheat. The trade in Winnipeg would not be surprised if the Canadian Food Controller gave permission to Canadian mills to take advantage of the demand for Canadian flour in the Eastern United States domestic market. Rolled Oats—Quaker oats advanced 5c per case this week, the quotation now being $4.80. There is no change in the price of other rolled oats here, which is still selling at $3.75 for 80's and $4.75 for packages. Millers still find considerable difficulty getting oats of good quality to keep their plants running full time, and the demand for rolled oats and oatmeal is in excess of the supply. Feeds—Price of bran and shorts is $34 and $38 respectively; and there is a very active demand for both of them, especially shorts. Millers report that they are still considerably oversold on shorts. It was expected some time ago that the feed market would be eased off owing to the banner crop of corn in Eastern U. S., but this has not materialized.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

ONE MAN CONTROLS U.S. FOOD EXPORTS

One man—a college professor—is literally feeding the world to-day. This man is Dr. Raymond Pearl of the food administration and exports licensing council. Upon the roster of the food administration the name reads:

"Dr. Raymond Pearl, statistician."

But Dr. Pearl is far more than a mere expert accountant. Every exportation of foodstuffs from the United States passes through his hands.

If England or France desire wheat, it is Dr. Pearl who is asked by the exports licensing council to recommend whether they shall have it. This is simply because Dr. Pearl has information on just how much wheat both England and France have, and just what their needs are.

In the office of Dr. Pearl there are files filled with information of the food supplies of the world. Field agents have reported on how large the food stocks are in every allied and neutral country. Even Germany has a place in the files, for tab is kept always on the food supplies of the enemy.

Needs of the allies and neutrals are scientifically stated. Dr. Pearl and a corps of experts have estimates of the food needs of the allies, shifting from day to day and meeting changing conditions.

These are based upon past and present conditions, with records of consumption for the past two years as a basis.

In the files in this office there is valuable information which may serve to incriminate neutral countries. If a neutral asks for fats, from these files there comes a record of the production of the fats in the neutral seeking aid from the United States. There is also an accompanying record of what has been done with the fats produced. If it is a reasonable surmise that the neutral has sacrificed its fats to Germany, figures to back this surmise are sent to the exports council, with a recommendation that the application for fats be denied.

JAPANESE OYSTER FARM

In Japan there is a great oyster farm where the bivalves are taught to make pearls. A well-known scientist conceived the idea that oysters might be educated and made to work for man. After many years of costly experimentation he discovered the method in use to-day.

The farm has an area of about fifty square miles and the water varies in depth from five to fifteen fathoms. The farmer selects the spots where the larvae of oysters are most numerous and then he plants small rocks and stones. These are then removed and placed in special beds, where they lie undisturbed until the third year.

It is said that an oyster will not produce a pearl unless it be irritated by some foreign substance. As soon as it feels this it proceeds to cover it with nacre layer on layer, until after a few years it has made a pearl. When large enough the oysters are taken from their beds and carefully opened; a tiny speck of some foreign substance is introduced into their bodies, and they are replaced in the sea. By the end of from three to five years the oyster has coated the foreign substance with nacre and this has become a pearl.

MONTREAL EDITORS BOOST MARGARINE

The editors of the Montreal Herald were recently treated to a look and a taste of margarine, the importation into Canada of which is prohibited. The pound of margarine was purchased in Chicago at 29 cents a pound and from personal experience the editors of the Montreal Herald state that "margarine" is attractive in appearance and equal in palatableness to first quality butter. "It is a clean and wholesome food and as we enjoyed our bread and margarine, we wished that the many homes in Canada where butter is a luxury, could have the boon of this cheap food."

U. S. FOOD EMBARGO WIDENS

Foods and Feeds Added to List of Goods Denied Shipment

A virtual embargo on the export of certain foodstuffs and feeds has been declared by the U. S. Exports Administrative Board in adding a list of articles to those already denied shipment except where their export will contribute to the conduct of the war.

The commodities added are food grains and feed grains, oil cake, and meal, animal fats, vegetable oils, and soap, caustic soda and certain machinery. Where the foods and feeds named are permitted to go forward they can be licensed only with the approval of the Food Administration. The additional articles, it was announced, are placed under embargo because of diminishing supplies and to meet the actual needs of America. Licenses will be granted for their export, it is announced, only "when destined for actual war purposes, or when they will directly contribute thereto, in certain unusual cases where such exports will contribute directly to the immediate production of important commodities required by the United States, and in certain other cases where the articles may be exported in limited quantities without detriment to this country, such as food grains and fats, which require the approval of the Food Administration."

Individual licenses will be granted for export of the commodities on the conservation list to Newfoundland, Mexico and Canada, except in small lots, which will be licensed in lots by collectors of customs.

WHOLESALE FRUIT MEN WILL BE LICENSED

From now on the wholesale fruit dealers of Canada will do business under strict supervision of the Food Controller's office. The Fruit and Vegetable Committee has definitely decided upon the policy of registration and licensing and will require regular statements from all persons engaged in the trade as to turnover and profits. Mr. J. R. Hastings, vice-chairman of the committee, and Mr. D. Johnson, Dominion Fruit Commissioner, stated that they were confident that the licensing system would benefit the public by eliminating the food speculator.

WEEKLY MARKET REPORTS

(Continued from page 43.)

$2.25; McIntosh reds, B.C., $2.80. Onions are offering as follows:—Valencias, large case, $6.50; yellow and red, $3.50 per cwt.

Celery, B.C., lb.	....	0 09
Potatoes, new	....	0 75
Potatoes, sweet, bbl.	....	6 50
Pumpkin and squash, lb.	....	0 04
Carrots, cwt.	....	2 50
Turnips, cwt.	....	1 50
Head lettuce, Cal., doz.	....	1 50
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencia, large case	....	6 50
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Fruits—		
Apples, Nova Scotia, bbl.	....	5 00
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Italian prunes, 18-lb. box	....	1 75
Apples, Southern, bbl.	....	7 00
Grapes, Tokay	....	2 25
Peaches, Washington, crate	....	1 25

Cheaper Chickens Offered; Broilers Selling At 26c

Winnipeg.

FISH AND POULTRY.—Supplies of fresh salmon coming into this market are plentiful, and there was a good demand. The same applies to halibut. There is quite a lot of Atlantic frozen fish on this market, and quite a demand for it. Pickerel fishing on the Winnipeg lakes is over, and frozen pickerel will now be offering at 12c for cleaned. There is more activity now to the poultry market. Broilers have dropped this week to 26c, but even at that price they are considered high. Dealers are blaming the cold storage people for this, claiming that their stuff is holding the market up. Many of the cold storage firms fear they will have to carry their stock of poultry over for another year. Old hens are offering at 20c. There is really nothing new in the poultry market. We will have to wait for the real cold weather before we get much new stuff, as while there are warm spells here and there, the shipping of poultry is dangerous.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 09
Whitefish, lb.	....	0 12
Salmon, frozen	....	0 16
Salmon, fresh	....	0 20
Halibut, fresh	....	0 19
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 16
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 13½
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Broilers, lb.	....	0 26
Fowl, lb.	0 18	0 20

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Oct. 16.—The potato market continues quiet, waiting for something definite from the Food Controller. Apples are selling remarkably well. Grapes, so far, have cleaned up quickly each carload. Butter is firm at 48c, an advance of 1c. Fresh eggs are very scarce and are 65c to 70c wholesale. No change in flour, but the market is easy. Beans are becoming firmer, but there is no change in price. The volume of trade for the month so far has been good for staples. Articles approaching the luxury class are moving more slowly.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per bag	1 50	2 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	0 65	0 70
Cheese, new, large, per lb.	....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 16.—Mostly all cuts of hams and bacon are from half to three cents per pound higher. Corn, 2s, are quoted at from $4 to $4.25 per case with limit on quantities. Peas, 2s, are $3.95. Refugee beans, 2s, are $3.85 to $4. Chase and Sanborn's coffee is up a cent per pound. Whethey's mince meat, packed, has advanced to $4.55 per case. Roman meal is 15c per case higher. Large Ontario cheese is 25c to 26c per pound. Choice evaporated peaches are selling at from 12c to 16c per pound. Pure fruit jam with apple, 4s, are now $6.50 per case. Dutch Cleanser is expected to advance. Strawberries and raspberries, 2s, are $6.85.

CALGARY:		
Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 12
Sago, lb.	....	0 12
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	14 00
Eggs, No. 1 storage, case	....	12 70
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 2s, standard case	4 00	4 25
Peas, 2s, standard case	....	3 95
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 12	0 16
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case	7 75	8 50
Salmon, Sockeye, tall, case	....	15 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 16.—Rice continues to advance, to-day's quotations for Siam being $8 per cwt., or an increase of 65c. Tapioca is 15½c per pound. The sugar quotation is $10.19 per cwt. Corn, 2s, advanced to $4.40 per case and is expected to be scarce. There is only about ten per cent. delivery in both corn and tomatoes. Salmon prices are still higher, finest Sockeye being quoted at $15 within the past two weeks. Crisco has jumped in price $1 per case and now stands at $10.30. Cornmeal bails are $6.90. Cocoanut has advanced two cents per pound.

REGINA—		
Beans, small white Japan, bu.	....	7 15
Beans, Lima, per lb.	....	0 22½
Flour, No. 1 pats., 98s, per bbl.	....	11 20
Molasses, extra fancy, gal.	....	0 61
Rolled oats, bails	....	4 35
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	10 12
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 48
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	4 75
Corn, 2s, standard case	....	4 40
Peas, 2s, standard, case	....	3 75
Apples, gals., Ontario	....	2 45
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 16.—Rumors that the sale of oleomargarine will be authorized by Government shortly has discouraged butter buying in quantities in the local market, but selling prices remain firm. A considerable drop is expected if oleomargarine is permitted to enter the country. American clear pork again advanced five dollars and is now $64 to $70. Canned corn has advanced to $4.80 and canned apples from $3.50 to $3.60. With winter apples coming in Nova Scotias show a wider range and are now from $2.50 to $5.50. The farmers, by still holding out for higher prices, have forced potatoes to $3.25. Ontario grapes are offering at 35c to 45c per basket.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 00	9 10
Beans, yellow-eyed	8 25	8 30
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 29	0 29½
Lard, compound	0 22½	0 22¾
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 62	0 64
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, American, bbl.	....	....
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	3 25
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.	2 90	3 00

GREEK CURRANT JELLY

In America the article known as currant jelly is commonly made from red or white currants although black currants are sometimes used. An article made from any variety of raisin or raisin grape is not entitled to be called currant jelly without qualifications, according to a new order of the U. S. Department of Agriculture. The Greek, or Zante, currant is a variety of raisin or raisin grape. The jelly made from Greek currant is, therefore, not entitled to be called currant jelly, but should be labelled Greek currant jelly. Articles of food containing Greek currant jelly should not be labelled in such a manner as to indicate that they contain currant jelly.

PRODUCE AND PROVISIONS

Hog Prices Higher; The Products Firm

Montreal.

PROVISIONS.—For the current week prices of the principal meat products have not been altered, but the tendency is towards more strength in this market. It is almost impossible to avoid change to firmer, though prices to-day are firm enough for most people. Hogs live and dressed have again advanced and sold early this week at $19.00 to $19.50 per hundred pounds for the live and $26.00 to $26.50 for the dressed. Supplies grow scantier. Finish is far from satisfactory. The farmers explain that lack of feed, owing to the high prices prevailing, is responsible for the poor finish of the shipments made. Efforts are made to keep the packers supplied with at least some hogs each week, and as a result—feed being scarce—the animals are sent in before they been fully fattened up. Demand is exceedingly active and is pressing hard upon productive powers of the country. Quotations for this week are as under:

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 28¾
Shortening—		
Tierces, 400 lbs., per lb.	0 21½	0 21¾
Tubs, 50 lbs.	0 21¾	0 22
Pails, 20 lbs., per lb.	0 22	0 22¼
Bricks, 1 lb., per lb.	....	0 24

Poultry Market Steady in Tone

Montreal.

POULTRY.—There is a very good demand for poultry, both for the dressed out of storage and for the fresh killed. Supplies from the country are none too plentiful, and the difficulty of getting well fattened birds is always present though farmers are encouraged to do their best to produce high quality poultry for the best prices. The effect of meatless days has been to stimulate demand, so far without any advance of prices, and poultry at present represents a nourishing flesh food moderately priced. The fact is being pointed out in various ways by dealers.

Poultry—		Dressed
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Egg Market Steady: Supplies Dwindling

Montreal.

EGGS.—There arrived in Montreal for the week ending October 13th, 5,062 cases of eggs as compared with 7,366 cases for the preceding week, and 25,935 cases for the corresponding week last year. The demand for export purposes is heavier now, and considerable quantities of eggs are being shipped overseas. Storage eggs are now principally selling to the retailers' demand, but some special new laids are coming in from the country still and are being disposed of at 0.54 cents per doz. Quotations have not altered this week and are as under.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	....	0 40

Cheese Quotations Remain Very Steady

Montreal.

CHEESE.—Unchanged in general market tone cheese continues in good demand for export and in fair local demand for home consumption. Receipts of cheese for the week ending October 13th were 55,542 boxes. This amount is less by 6,423 boxes than the receipts of the previous week, and less by 30,897 boxes than the figures for the corresponding period of the previous year. Production is now falling off a little as the year advances, but is being kept up to the last moment. Milk prices are firmer in the country as supplies get shorter, and the cost of feeds becomes more of a factor, though the past summer has been remarkable for the continuance of use of feeds for cows even at the height of the grass season. Quotations are as under:

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Export Demand For Butter Firmed Price

Montreal.

BUTTER.—Less butter is being received from the country now. There arrived in Montreal for the week ending Oct. 13th, butter to the amount of 10,481 packages, nearly 2,000 packages less than for the preceding week, and 9,425 packages less than in the corresponding period of the previous year. Some firms have been quoting their fresh made creamery butter at a cent higher than the quotations of last week, others hold prices steady at last week's figures. Prices in the country were ¾ of a cent higher than last week's prices, showing that, though there was a temporary decline in butter when a certain special demand quietened, the undertone of the market keeps firm. The special demand turned out to be for export, and a good deal of butter is still going that way.

Butter—		
Creamery prints (fresh made)	0 46	0 47½
Creamery solids (fresh made)	0 45½	0 47
Dairy prints, choice, lb.	0 43	0 43½
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice)	0 40	0 41

Honey and Maple Product Firmer

Montreal.

HONEY AND MAPLE.—The market for honey is still firmer. Any stocks in the country are firmly held, and prices in the city are higher than they were last year and firmer also than they were a week ago. Similarly with maple product. For really high grade syrup higher prices can be asked now as stocks are low. It is still possible, however, to obtain supplies of less fancy grade syrup at lower prices though not all firms have it to sell.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 14
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 17
Clover, 60-lb. tins	....	0 16
Comb. per section	0 17	0 20
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Compound Lard Is Again Up

Toronto.

PROVISIONS.—There was a firm position in compound lard during the week and the range of prices was accordingly narrowed from the spread of 1c noted last week to a range of 1-2c this week, making the range in prices now 22½c to 23c. There is a difference between compound and pure lard of 4½c per pound and this is creating a good demand for compound. Prices on pure lard were maintained during the week and demand is good as the consuming season is now on. The price of live hogs receded slightly during the week, being quoted down 25c at $18 fed and watered. Hams and bacon are in good demand and there is a

lot of barrel pork going out to the lumber camps at present. Cooked meats are falling in demand but prices in some instances rule high and dealers seem to have no trouble in getting their price. Supplies of live hogs were greater than the packers wanted during the week in some instances. Reports seem to indicate there are fairly good numbers of hogs in the country still.

Hams—		
Medium	0 31	0 32
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 27	0 30
Wiltshire (smoked), per lb.	0 32	0 39
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	....	0 29½
Cooked Meats—		
Ham, boiled, per lb.	0 41	0 45
Hams, roast, per lb.	0 44½	0 50
Shoulders, roast, per lb.	0 36	0 47
Barrel Pork—		
Mess pork, 200 lbs.	50 00	51 00
Short cut backs, bbl., 200 lbs.	53 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27	0 27½
Compound tierces, 400 lbs., lb.	0 22½	0 23
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Butter Supplies Not So Plentiful

Toronto.

BUTTER. — Supplies of butter were not so plentiful during the week as factories are approaching the end of the season, commission men expecting that this season's make will be pretty well over by the end of the present month. There has been a good demand for butter both from local and export buyers. The report is confirmed that some 40,000 cases of butter have been shipped to England within the past four weeks. This has put a measure of firmness in the market. There was an upward trend to the market in certain quarters during the week, creamery prints and solids being quoted 1c per pound higher.

Creamery prints, fresh made	0 46	0 47
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Receipts of Eggs Reported Good

Toronto.

EGGS.—Receipts of eggs were reported good during the week and sufficient supplies were forthcoming from the country to look after the local demand. Storage eggs were in consequence in light demand. Export business is not encouraging as dealers found when business could be done freight space was not available. The export demand keeps up, but there is very little space available. Strictly new-laid eggs gave evidence of firmness during the week in prices being quoted.

Eggs—		
Selects, cartons	....	0 55
Selects, ex-cartons	0 50	0 53
No. 1, ex-cartons	0 46	0 47

Cheese Shortage Has Not Been Reduced

Toronto.

CHEESE.—Receipts of cheese during the week did not augment the total supply to the same extent as the corresponding week last year, the amount for the week ending October 6 being 61,968 boxes as against 73,084 boxes for the same period last year. The cheese shortage as compared with last year's production is now 245,000 boxes less, the total for last year up to October 6 being 1,744,272 packages. There is small probability of any change in the price in view of the conditions. Export of cheese continues at a steady rate. Local demand is also steady.

Cheese—		
New, large	0 22½	0 23
Stilton (new)	0 24	0 25

Ducks and Turkeys Are Somewhat Scarce

Toronto.

POULTRY.—Arrivals of turkeys have been practically nil so far, that is, of present season's flocks. Prices being paid are around 16c for old turkeys and 20c for young turkeys. Ducks have been arriving in small numbers during the week and are in fairly good shape. There are quite a number of chickens reaching the market, but dealers are still handicapped through the want of help to pluck and make them ready for market. There is a good demand for chickens at the present time.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 13	0 17
Geese, live, lb.	....	0 12
Turkeys, old, lb.	0 16	0 20
Roosters, live, per lb.	0 15	0 16
Hens, live, per lb.	0 15	0 19
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 3 lbs. and over, lb.	0 20	0 22
Do., dressed, 3 lbs. and over	0 25	0 28
Squabs, dozen	....	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Lower Prices For Honey Disappear

Toronto.

HONEY.—The lower range of prices on honey as given last week has disappeared during the week with the cleaning up of stocks in the hands of dealers, making quotations 16½c to 17c for tins. Scarcity of honey is developing and there is every indication that prices will be in a steadily firm market.

Honey—		
Clover, 5 and 10-lb. tins	....	0 19
60-lb. tins	0 18	0 18½
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	2 40	2 50
Maple Syrup—		
8-lb. tins	1 25	1 50
Gallons, Imperial	1 75	1 90

Cold Weather Sends Price Of Eggs Up

Winnipeg.

PRODUCE AND PROVISIONS.—Hog receipts have continued light, and prices early this week were unchanged at $17.25 for selects. What hogs are coming forward are not of the best quality. With threshing well advanced and grain available, receipt of hogs should improve both in numbers and quality. Both pure and compound lard are unchanged in price from last week. Provision prices are firm, with a few small advances. Butter—After the active trading of last week, the market now is quiet. There have already been more cars of creamery butter shipped from Manitoba this year than all of last year, and the make is reported as not being as big as last year. The storage situation, therefore, is very strong locally. Dairy Butter—Receipts have been very straggling, and price high. Eggs—With cooler weather receipts have been shut off and prices have been higher, the trade paying 40-42c for No. 1 candled eggs. Cheese—No change has taken place in price, the expected advance of 2c not materializing.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 37
Backs, regular	....	0 38
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 30	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26½
20s	....	5 70
Cases, 5s	....	16 42
Cases, 3s	....	16 50
Lard, Compound—		
Tierces	....	0 21½
Tubs, 50s, net	....	10 50
Pails, 20s, net	....	4 65
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2	....	0 42
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

CALIFORNIA SARDINES

California sardines, which are more like the finest French sardines than any other fish, are rapidly growing in favor. The pack of this product for the first six months of this year is claimed to have exceeded 600,000 cases, representing 60,000,000 pounds of fish. The California sardine is a true pilchard, the type of fish which is canned in France and Portugal. It is interesting to note that there is really no such fish as the sardine, the fish not becoming a sardine until after it gets into the cans.

CONDEMN $450,000 WORTH OF FOOD

Health inspectors in New York City condemned more than 5,000 tons of food, valued at nearly $450,000, in the six months ending July 1,

Nearly 50 per cent. of the food condemned consisted of shipments from abroad delayed because of a lack of shipping facilities. Most of the wastage occurred among fruits, although 438,000 pounds of meat is included in the list. Another reason for the waste is the lack of storage facilities.

Old-Fashioned Brown Sugar

Makes such Delicious Preserves and Pickles

Soft sugar has a pronounced flavor all its own, that adds its richness to everything put up.

Lantic Sugar

LANTIC Light Yellow
Brilliant "
Dark "

are absolutely pure, natural soft sugars, free from coloring matter. Just the kind your particular customers will appreciate.

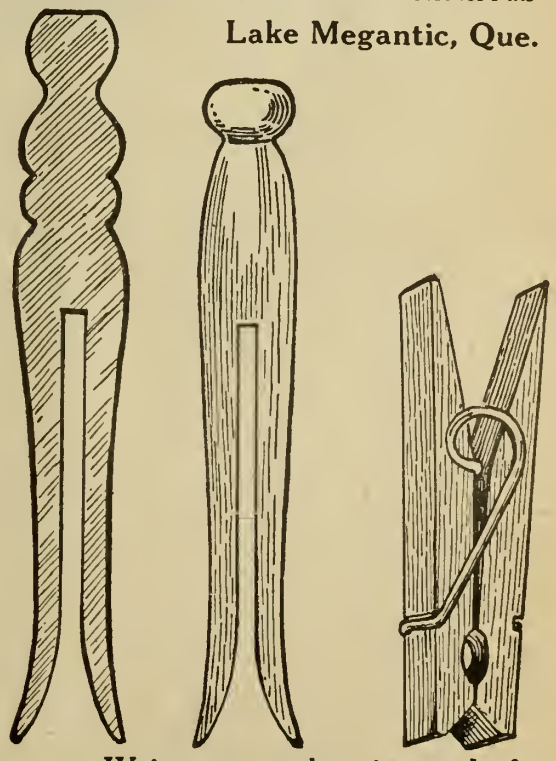
Atlantic Sugar Refineries, Ltd., Montreal

Imperial Rice Milling Co., Ltd.
VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins
Lake Megantic, Que.



Write to us when in need of Clothes Pins.

Currants may be high, but our Christmas Cake and Plum Pudding can be more delicious than ever.

RECOMMEND

SELL THEM BY THE DOZEN

You should be represented on the Manufacturers' Agents Page of Canadian Grocer.

It will pay you to investigate. Write for rates and particulars to-day.

THE SET IS FOUR TIMES THE SIZE OF CUT AND WEIGHS 3 LBS.
IT CONSISTS OF 50 FLEXIBLE CLAMPS AND 1150 LABELS.

Proper Pricing Makes Easier Selling and Increases the Volume of Sales

Success consists in doing business at less cost, winning the favor of customers and meeting the strain of competition. A proper price marking system enables you to do this. Your can sell more and sell more quickly. Your customers will be better satisfied.

Plainly marked prices inspire confidence and seeing the prices induces many customers to include in their order numerous articles which they had not thought of before.

The customer buys where she can buy most quickly and our system of price marking insures qpick and easy buying, clerks work faster with greater enthusiasm and more accuracy in a price marked store.

One grocer told us that our price marking system saved its cost every day. It is the logical outcome of the present demand for economy. It is more essential than your cash register. It is an absolute necessity for the progressive merchant. You simply cannot do without this system.

Shumanize Your Store—Lower the Cost of Selling and Make More Money

The Shuman Pricing System consists of galvanized steel clips that spring on to any shelf, box, basket or crate, and gummed stickers that stick on to the face of the clips or on the container of merchandise displayed.

These clips are readily adjustable and can be used on shelving, irrespective of thickness. To change prices simply switch clips from shelf to shelf, etc., or attach new to the container of merchandise displayed.

With 23 complete sets of different gummed stickers you can make any price from 1c to 99½c each, per doz., per lb., can, package or box, and such prices as 2 for 5c, 3 for 10c, and other combinations.

The figures on the stickers are printed in solid blue ink on plain white gummed stock.

Order through your wholesaler or direct from us.

ADDRESS

STORE-HELPS MFG. CO.

18 Toronto Street

TORONTO - ONTARIO

Patented 1917—Shuman Pricing System.

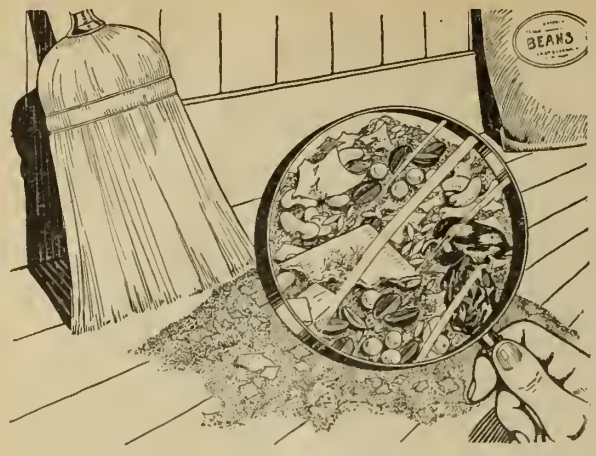
CUT THE COUPON HERE—ORDER TO-DAY.

Gentlemen:—We recognize the fact that proper pricing will lower the cost of selling and increase the volume of sales. We enclose $4.75, please send at once Set No. 1 Shuman Pricing System.

Yours truly,

Address.....

Name.....



Why Sweep out Your Profits?

A grocer's lost profits, due to storing goods in distant boxes, barrels and bags, and old-fashioned counters, will, if saved, pay him a generous dividend—they will help win the war.

It is certain that good profits are lost in waste sweepings, and you don't need a magnifying glass to see them! Why not save those profits you lose? A Sherer counter will do it!

In these war times a

SHERER COUNTER

becomes an ally of the Government. If you think that is too strong a statement, ask any grocer who owns one—he will tell you it's true.

The one biggest preventer of waste and maker of profits a grocer can buy is an up-to-date Sherer counter. We can prove this and all that we say! A "Sherer" quickly pays for itself!

Ask for Booklet AC, which gives the details.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario

PATENTED

Send us Photograph of your Thanksgiving Display

Let us know how it sold the goods for you. What kind of publicity did you get out of it? Did it pay you?

We are always on the look-out for good window trims dressed by dealer or clerk.

Editorial Dept.,

Canadian Grocer

143-153 University Ave.

TORONTO

Watch for Christmas Window Displays in the Fall Number

The window display section of the Annual Fall and Winter Number of CANADIAN GROCER will contain the winners in the 1916 Christmas Window Contest.

They are all bright, snappy, attractive trims—and provide the very suggestions retailers want for their best effort of the year.

Date of issue—Oct. 26.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

H.P. SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

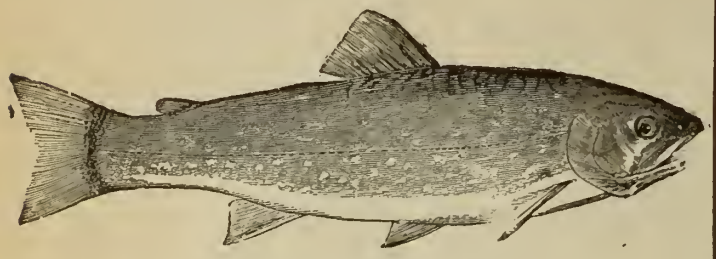
Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited

Hamilton, Canada

Win a larger fish trade



Every day, everywhere, the demand for good, wholesome fish is increasing.

A stock of the well-known and popular sea foods

BRUNSWICK BRAND

will enable you to cater to the tastes of the most critical people. Each and every Brunswick Brand line is prepared and packed conscientiously, the process guaranteeing the consumer a delicious, wholesome sea food with a delightful flavor.

Stock now from the following, each of which is a dependable, profit-making selling line:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited

BLACK'S HARBOR. N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz. glass 2 doz. case.

	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or witb Sauce. 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Cbili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Cbili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28

Icings for Cake—

Chocolate, wbite, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz. 1 25

Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Cbocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Luncb bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. ln box, per box	0 95
Nut mllk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

"I have entered a new world"

"PERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world."

So spoke an ordinary man—perhaps an average man; He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post
Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The $3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at $3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....

MINCE MEAT

Now Ready. Fruits are Scarce and High in Price, but we secured a good stock early and are prepared to fill your orders in tubs and pails. We are not putting up glass jars till later in the season.

F. W. FEARMAN CO.
LIMITED
HAMILTON

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.

STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED
MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.
Cambridge Sausage, 1s, $4; 2s, $7.75.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.
Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.
Ox Tongues, Glass, 1½s, $13; 2s, $15.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals. 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

PURITY FLOUR

Invariably Satisfies Every Customer

The "Purity" brand is to flour what "Sterling" is to silver.—It's the "Hall Mark" of quality and means the highest achievement in the art of flour making. It's a brand you can and should recommend for *every* baking need.

The better you satisfy your customers, the better they'll satisfy you with more business from themselves and their friends. You know that as well as we.

Send an order for Purity Flour to-day and get your full share of business—and profits.

Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

Customers' Favorites are Easy Sellers

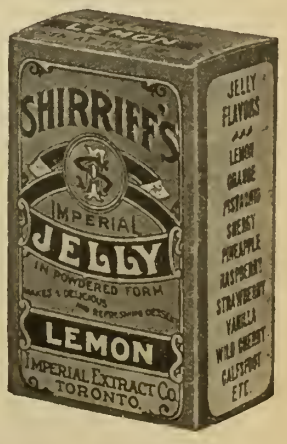
Customers' favorites are those products she can order by 'phone or send the children for. Women all over Canada know Shirriff's so well and favorably that they order them off-hand, like staples.

Shirriff's *Jelly Powders*

flash into women's minds easily because the Shirriff reputation for quality has been a household word for years. All this means easy, quick sales, and many of them.

Shirriff's are prepared in many fruit flavors. The jellies they make are captivating in their beautiful colorings. And you know what such an attractive dessert means to a woman. She wants you to sell them to her.

Push Shirriff's this fall. Display them. Our free window displays will help you. Write us for particulars.



Imperial Extract Company, - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Sunset Soap Dyes

A Quick Turnover— A Good Profit

—are what you can make by selling Sunset Soap Dyes. Wonderful dyes for home use that retail at a popular price and resell to the same people.

Women, everywhere, are enthusiastic over Sunset Soap Dyes. Simple and cleanly to use; brilliant, non-fading colors; perfect results by following the easy directions.

Sunset Soap Dyes are put up in distinctive boxes that quickly attract buyers.

Start with an order for a gross or two, and you will soon agree that we have an unusually good selling specialty for grocers.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY
LIMITED
TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case.	5.25
20-lb. tins, ¼ doz. in case.	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	0.07½
Half bbls., about 350 lbs.	0.07¾
¼ bbls., about 175 lbs.	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 38½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s.	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bars, 6½s; boxes, 5½ lbs.	0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, ¼s, ½s and 1-lb. tins	0 85
Forest and Stream, 1-lb. glass humidors	1 00
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s.	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s.	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes.	0 58
Walnut, 9s	0 70

Just Arrived

Extra Fancy
Washington Apples (in boxes)
High Colored Fruit
For Fancy Trade

Cars Arriving
Fancy Nova Scotia Apples
(Bbls.)
ALSO
Fancy Sweet Potatoes
Cranberries, Etc.

Send us your orders.

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

APPLES

In Boxes and Barrels

We are now offering British Columbia McIntosh Reds, Wealthys also California Bellfleurs and Permans.

Washington Jonathans and Rome Beauties will follow shortly. This will be a big "Box" year with Ontarios so scarce.

Nova Scotia Kings will be here shortly, also Fresh Florida and Jamaica Grape Fruit, Tokay Grapes, California Pears, Cranberries.

WHITE & CO., LTD.
Fruits DeLuxe
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

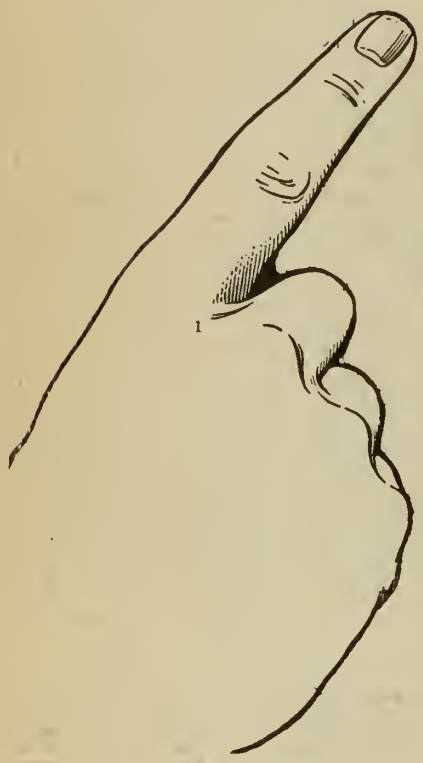
McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it o ut now and place with letters to be answered.

Are you selling it?



FREE FROM BENZOATE OF SODA
Sterling
TOMATO CATSUP
CONTAINS NO COLOURING OR ARTIFICIAL PRESERVATIVES
PREPARED BY THE T. A. LYTLE CO. LIMITED TORONTO

There's a tempting rich redness about every bottle of Sterling Tomato Catsup that suggests delicious flavor and goodness and gives it an irresistible selling appeal.

Window or counter displays of Sterling Tomato Catsup are always very resultful. Try one to-day and note how quickly your stock will move and the good profits you secure.

T. A. LYTLE CO., LIMITED
STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

A GOOD GENERAL STORE BUSINESS FOR sale—in a good paying farming community. 30 miles north of Regina. Stock $8,000. Annual turnover $24,000. Property consists of 2 stores adjoining. One with good living rooms. $4,000 cash will handle. Balance can be arranged. Apply Box 258, Canadian Grocer.

GROCERY AND AUTO SUPPLIES IN A country town doing a business of about $300.00 weekly; can be increased by right man. A good large corner store and nice flat above store, and a double garage. Will sell store at $4,000.00; about $2,000.00 stock and fixtures. Can give part terms. Apply Box 257, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

WANTED

WANTED TO PURCHASE
TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

SALESMEN WANTED

EXPERIENCED SPECIALTY SALESMAN HAVing a good connection with the retail and wholesale grocery trade in the Northern and Western parts of Ontario; headquarters to be in London. Apply stating age, salary expected, also references to W. Clark, Limited, 83 Amherst St., Montreal.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG EXPERIENCED SALESMAN CAPable of handling: Specialty, grocery, boots and shoes, or dry goods lines, is open for engagement. Best of references supplied. Apply Box 259, Canadian Grocer.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

MINCE MEAT

In Pails 28 lbs., tubs 65 lbs. and barrels.
Write for samples and quotations.

E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

EDWARDS'
Worcestershire Sauce
Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO

KING GEORGE'S NAVY

CHEWING TOBACCO

knows no superior

The chewers of your town will readily acknowledge the delicious goodness of every "toothful" of King George's Navy.

It will pay you well to feature King George's Navy in a corner of your show case. Let the men know you handle it. Recommend it. It will live up to your statements.

Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

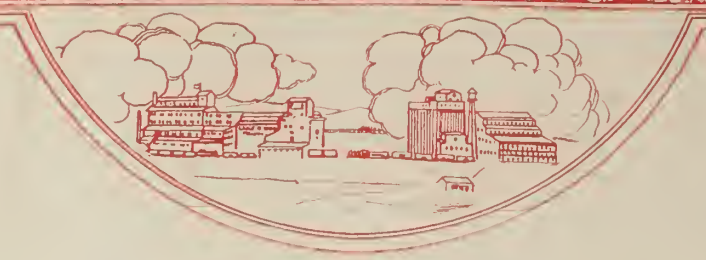
At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.

HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

Daily Capacity
27,400 Bags of 98 lbs.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Vol. XXXI — Annual Fall and Winter Number — No. 43

OCTOBER 26, 1917

Because O-Cedar Polish

"Cleans as it polishes"

BRIGHTENS the home—lightens housework—makes dusting "dustless." For the renewal of any mop. Contains nothing injurious. May be used, with complete confidence, on the finest furniture or piano. It is the most successful polish for a motor car.

OUR extensive national advertising has made all Canada familiar with these merits—has, in fact, made "O-Cedar" a household word. The demand we have created you may easily direct to your store, if you will use our electros in your newspaper ads.; display O-Cedar (with trims and signs) in your window, and distribute the circulars which we furnish.

SUGGEST O-Cedar to your customers—use the O-Cedar Electric Sign, Counter and Floor Display Stands. Hundreds of merchants are increasing their sales through these displays. When your stand needs stocking, take advantage of the O-Cedar Profit Deals. Ask your jobber's salesman for full information.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, CANADA

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO, CANADA

"Meatless Days are Oyster Days"

You will agree that when it comes to a substitute for meat there is not a food product that lends itself so readily and generally to the situation as oysters.

In the first place, from a purely economical point of view, Fried Oysters make an inexpensive meat substitute. A half dozen will satisfy the average person and they supply more nourishment than meat or any other heat substitute. Escalloped Oysters are also a very tasty dish and economically prepared. Most people think of oysters as being stewed and it would be wise for you to emphasize the merits of Fried and Escalloped, they will make you many friends.

We urge the advisability of selling your oysters dry measure and getting a price that will afford your doing so. If you are going to urge the use of oysters it will be highly essential that you have a purely quality proposition to offer.

The higher prices and scarcity of supply afford an opportunity for the marketing of stock that under ordinary circumstances would be considered very questionable. You may well be suspicious of stock offered at cut prices, for with this scarcity of supply, you will probably find that there is a very substantial reason for the lower price on the "Just as good" variety. Be sure you have quality and condition of stock to back up your recommendations.

A difference of 5c a pint in your price is no compensation for inferiority. To obtain repeat business of substantial proportions you must merit it.

CONNECTICUT OYSTER COMPANY, LIMITED

"Canada's Exclusive Oyster House"

50 JARVIS STREET, - - - TORONTO, CANADA

"—and don't forget Borden's"
Grocers selling Borden's Milk Products are every day reminded of the fact that the good housewife PREFERS the BORDEN brand to any other.
Re-ordering is the rule with Borden Milk Products. Put your customers "wise" to Borden Quality and Borden Convenience and watch how quickly your stock will move.
You'll like Borden Profits.
BORDEN MILK CO. LIMITED
EAGLE BRAND
EAGLE BRAND
BORDEN MILK COMPANY LIMITED MONTREAL, CANADA
REINDEER
"JERSEY"
MONTREAL
REINDEER BRAND CONDENSED MILK
BORDEN'S REINDEER COFFEE
ST. CHARLES BRAND EVAPORATED MILK

Borden Milk Co., Limited

"Leaders of Quality"

Montreal

Branch Offices: No. 2 Arcade Building, Vancouver

JAPAN TEA

Japan has demonstrated to the world that she is capable of great things in world politics, economics and industry. One of her greatest industrial accomplishments has been the development of tea growing. The tea business is now one of the greatest industries of that land.

Japan Tea occupies a unique position in the Tea Marts of the world. It is unequalled for delicacy of flavor, exquisite bouquet and stimulating qualities—hence it is preferred by connoisseurs.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it. Ask HIM. 3

The selling of any particular product is made worth while if the consumer-demand is maintained and increased.

The incomparable goodness of Japan Tea has been made known to the Canadian housewife by a consistent consumer advertising campaign. This is why good grocers in every community find it worth while to keep this line always to the forefront.

Push Japan Tea from now on and increase your profits.

If interested, tear out this page and keep with letters to be answered.

Your Customers want the Best

In Peace or War

Practice Economy by Buying Quality

Make sure of early deliveries for Xmas trade by ordering now

Seasonable Goods for Fancy Grocery Trade

ALMOND PASTE
½ and 1-lb. tins.

GLACE FRENCH FRUITS
1-lb., 2-lb. and 10-lb. boxes.

FRENCH MUSHROOMS
Hotel, Choice and First Choice.

POINT CLEAR SHRIMPS
Cases, 2 doz.

CROSSED FISH SARDINES
In Oil and Tomato Cases, 100 Tins.

CHERRIES IN MARASCHINO
Pony Pettite and Hf. Pints.

BOSTON BROWN BREAD
With Raisins, Cases 2 Doz.

FRENCH OLIVE OIL, "LA PERLE"
In Bottles and Tins.

H. P. SAUCE
Cases, 3 Doz.

SAPPHIRE BRAND SARDINES
To Arrive in November.

WAVE KIST TUNA FISH, ½s and 1s

Shelled Nuts of every kind including

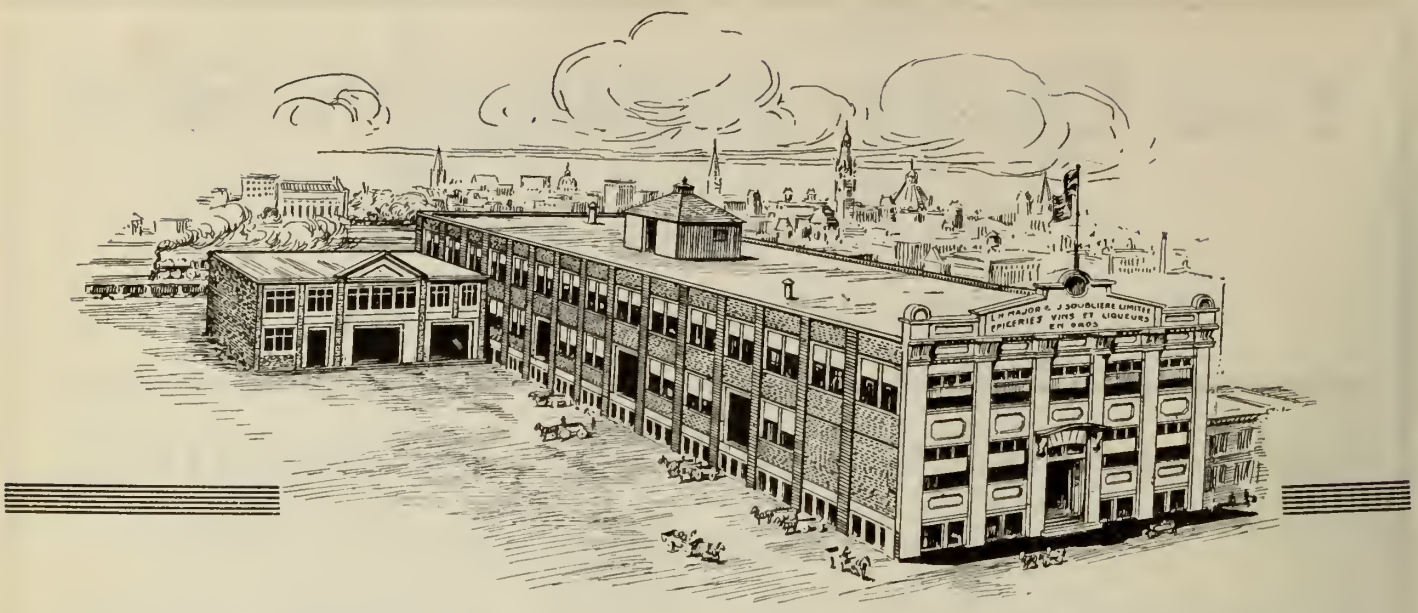
Almonds, Brazils, Filberts, Pecans, Pistachios, Pignolias, Peanuts, Walnuts.
We also have Pecans in shell, in 1-lb. boxes, Alley & Curtis Brand.
These are all well-known fancy lines, and good value.
They will help increase your Xmas trade.

Write now for particulars

W. G. Patrick & Company, Ltd.

Importers and Distributors

TORONTO MONTREAL WINNIPEG NEW YORK



Leave your next big order open until you've seen our representative

The completeness of our splendid assortment of every line in the General Grocery Trade, and the rock bottom prices which we will quote are certain to interest you, and interest you good.

Because we are confident that once you try out our goods and our service, you will connect with us regularly, we want you now to let us arrange a call for our traveller.

See what he has to offer in value and in prices and then ask yourself if our service doesn't mean money to you.

When would it be convenient to have our representative call?

L. H. Major and J. Soublière, Limited

Wholesale Grocers

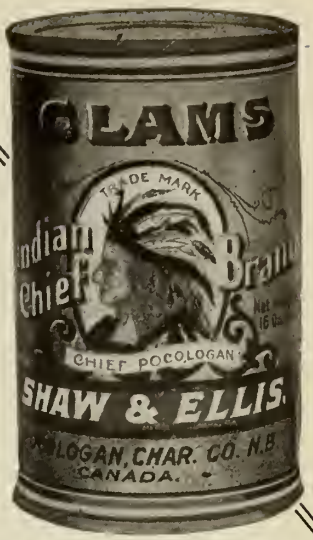
160 Nicholas St. Ottawa

Phone R. 25 and 26

Get behind this easy selling line

There's customer satisfaction—lots of it—in every can of

"INDIAN CHIEF" BRAND CLAMS



Every possible precaution is taken in the selection, preparation and sealing of these delicious and wholesome table delicacies. Everything is done, and nothing left undone, that would tend to make this line the leader of well flavored, tasty, and customer-pleasing sea foods.

Indian Chief Brand Clams are always put up perfectly fresh and new—the same day they are taken from the clam beds, and the cans are securely sealed without solder or acid.

Being already cooked these clams need only be heated to a simmer to make them all ready for the table. Emphasize this point. It will appeal to the restaurant trade as well as to the housewife.

There's good profit for you in Indian Chief Brand Clams.

Just try them out.

SHAW and ELLIS

Pocologan Charlotte Co.

New Brunswick

If any advertisement interests you, tear it out now and place with letters to be answered.

An old-established British Firm, manufacturing a small, reliable, high-class season article, used in every home, and which can be handled by most traders, is desirous of getting in direct touch with a good, live House covering Middle West and Western Canada, with a view to fixing up a Sole Buying Agency on mutual terms.

Apply in first instance to Box No. 57, Office Canadian Grocer
88 Fleet Street, London, E. C.

Griffin's Seedless Raisins

If Little Jack Horner, sitting in a corner, eating his Christmas pie, had put in his thumb and pulled out a Griffin's Seedless Raisin, he would have known that his mother's Grocer was a judge of quality.

DAIRY BRAND

MAPLE BUTTER

"CANADA'S BEST"

Pure Maple Syrup

"SUPERIOR BRAND"

Pure Sugar Syrup

"SWEET HOME"

Table Syrup

"COOK'S FRIEND"

Molasses

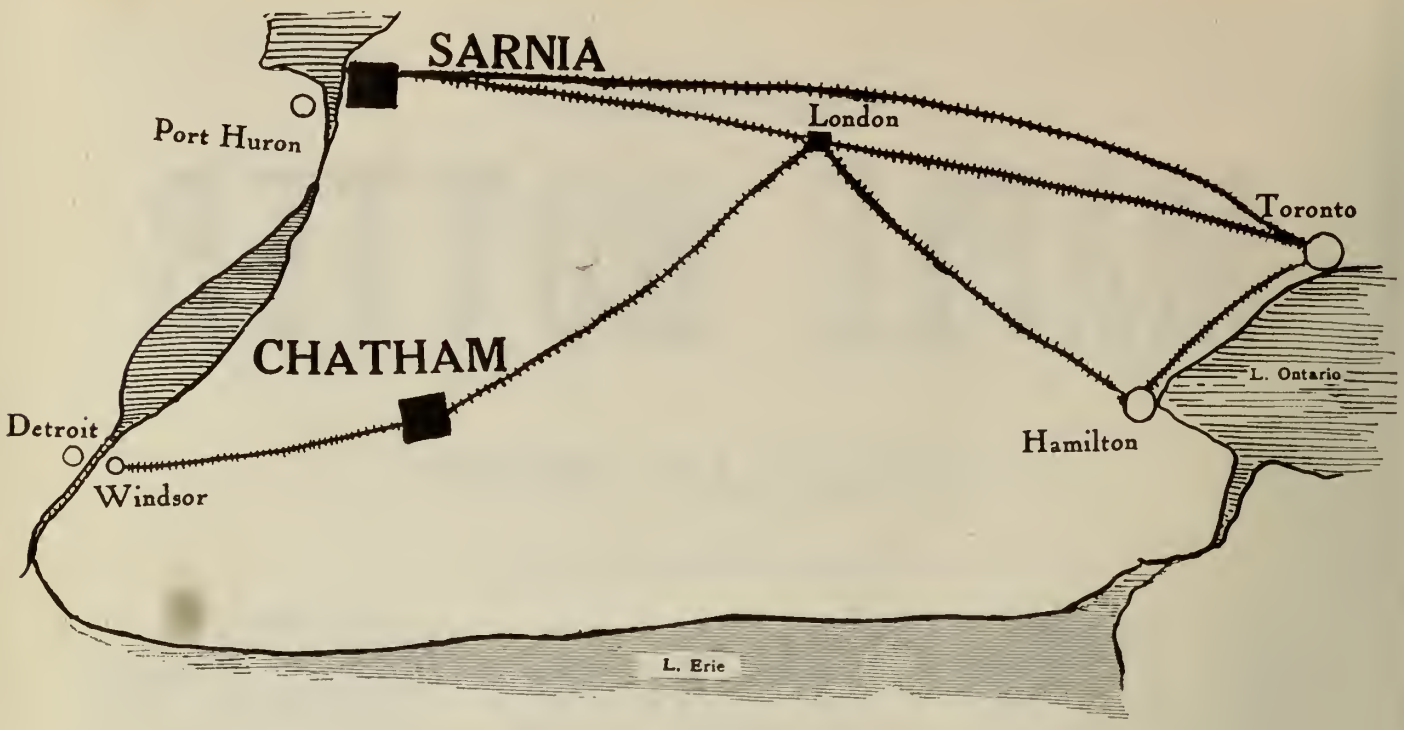
All our brands are manufactured under ideal conditions, combining modern methods with expert supervision. We are thus in a position to give the best value at a minimum cost.

Prices Mailed on Request

SOLE MANUFACTURERS OF BAINES' CONFECTIONS

Canada Maple Exchange, Limited

MONTREAL



You'll get splendid service from either of our warehouses at Sarnia or Chatham

MAPLE LEAF and LIPTON'S TEAS and COFFEES
SUNKIST
RAISINS, PEACHES, APRICOTS, ETC.
QUEEN CITY VINEGARS
LIBBY, McNEILL AND LIBBY'S PRODUCTS

A Specialty

We take this opportunity of thanking the trade for the strong and liberal response to our new warehouse at Chatham. From the many new accounts and increased business of the old.

No cartage, shipments day order received; phone at our expense.

Established 1875

T. Kenny & Company, Limited

Wholesale Grocers

SARNIA—Phones 5-85 **CHATHAM—557**

There's a satisfied customer in every sale of Wonderful Soap and Crystal Soap Chips

The record of satisfaction-giving back of these two wash-day favorites is a guarantee that you, too, will find steady sales and satisfied customers the rule once you begin to feature Wonderful Soap and Crystal Soap Chips.

The fact that neither of these two cleansers will injure the softest and most delicate fabric will be a guarantee to you of satisfied housewives and repeat selling.

Start selling Wonderful Soap and Crystal Soap Chips now. You'll get attractive profits.

Crystal Soap Chips

Guelph Soap Company

Guelph, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Canadian Grocers Order
PURITY FLOUR
By the Carload Because They Know That Purity Is a Sure "Repeater"

It is the experience of all grocers that the housewife who tries one sack of Purity Flour invariably comes back for more.

"Purity" is a widely advertised, trade-marked staple of unquestioned goodness and purity—an "all-purpose," high grade flour for every baking need.

Sales are constantly increasing and thousands of appreciative dealers throughout Canada have found in Purity Flour an infallible medium for building up a steady and profitable flour trade. It will do the same for you. Remember—"Purity" pays!

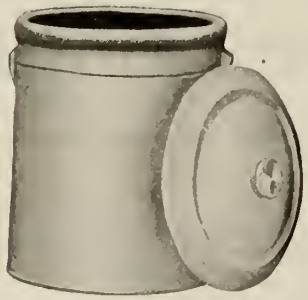
Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster' Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

THE TORONTO POTTERY CO., LIMITED

Black Top Tested Shoulder Jugs.

	Per doz.
¼ gal. Imperial	$1.20
½ gal. Imperial	1.80
1 gal. Imperial	2.40
2 gal. Imperial	4.80
3 gal. Imperial	7.20
4 gal. Imperial	9.60
5 gal. Imperial	12.00



Tall Butter Jars.
(Dark Glazed inside; Light and Dark or White Glazed outside).

	Without covers per doz.	Covered per doz.
¼ gal.	$ .72	$1.44
½ gal.	1.08	2.16
1 gal.	1.44	2.88
1½ gal.	2.16	3.60
2 gal.	2.88	4.32
3 gal.	4.32	6.48
4 gal.	5.76	7.92
5 gal.	7.20	10.08
6 gal.	8.64	11.52

The Problem of Winter Prices

is always a serious problem for every good housekeeper.

Show your customers how they can overcome this difficulty by putting away plenty of eggs, butter, vegetables, fruits, etc., in these sanitary and economical Stone Jars.

Note those shown here—Butter Jars, Black Top Tested Shoulder Jugs and Churns with Stone Covers.

Get our complete price list to-day and note your profit-making opportunities. A postcard brings it. Price quoted effective until Nov. 15. Get your order in now.

The Toronto Pottery Co., Limited
618 Dominion Bank Bldg., Toronto

Churns with Stone Covers (Dashers Included).

	Doz.
2 gal.	$ 6.60
3 gal.	8.60
4 gal.	10.40
5 gal.	12.00
6 gal.	13.80
8 gal.	21.00
10 gal.	26.00
12 gal.	30.00

Cheaper and more sanitary than wooden churns.

Largest Distributors of Clay Products in Canada

If interested, tear out this page and keep with letters to be answered.

Worth Suggesting to Every Housewife

Furnivall's FINE FRUIT PURE JAM

Worth suggesting because Furnivall quality will meet and satisfy the jam requirements of the most exacting, and because the profit on the sale makes the effort worth while.

Then, too, you can count on many more sales to follow, for Furnivall's Fine Fruit Pure Jam is the kind that sells again and again, its deliciously "different" flavor captivates and makes a lasting friend of every customer.

Show Furnivall Jams in your windows and watch how easy it sells and what extra profits it brings you.

Write us to-day for a list of varieties, sizes and prices. Then order from your wholesaler and start right in to secure a better jam business.

FURNIVALL-NEW, LIMITED

HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

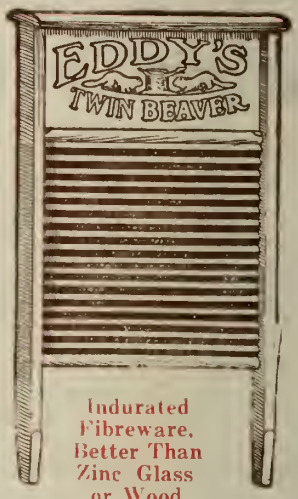
Wash or Baby's Bath Tub
4 sizes

Barrel Cover
2 sizes

Butter Pail for Delivery and Storage Purposes

Cuspidor
2 sizes

EDDY'S INDURATED FIBREWARE IS A LINE OF UNPRECEDENTED POPULARITY



Indurated Fibreware, Better Than Zinc Glass or Wood

The prohibitive prices of Zinc, Tin and Galvanized Iron have given a big boost to the selling value of EDDY'S INDURATED WARE.

And justly so—because both in appearance and service EDDY'S Fibreware is ahead of the Zinc, Tin or Galvanized articles. **Being absolutely seamless it cannot fall apart, shrink or become water-soaked.** Gives almost everlasting wear and retains its good looks all the time it is in use.

General Utility Pail

NOTE the Tubs, Pails, Washboards, Cuspidors, etc., illustrated here. Note especially the Butter Tub shown in the top right hand corner. It is peculiarly fitted to fill the needs of the Trade. Its smooth, impervious finish allows no taste to filter through to spoil the Butter, and the well-fitting top ensures the Butter reaching Town or Market in perfect condition. Last, but not least, it is the most economical Butter Tub, as it can be used again and again, the smooth surface rendering it very easy to clean. **For Delivery or Storage purposes, this Tub cannot be beaten.**

Pigeon Nest

These and other articles are listed in our Illustrated Fibreware Catalogue. Write for a copy now and prepare to take advantage of the growing demand for Fibreware Utensils.

E. B. EDDY COMPANY, LIMITED

HULL, CANADA

EDDY

ESTABLISHED A.D. 1851.

If any advertisement interests you, tear it out now and place with letters to be answered.

Keep a Supply of COW BRAND SODA

—because there's customer satisfaction and better profit in every sale. "Cow Brand" has set the standard of quality in baking soda for upwards of seventy years.

Its purity, strength and reliability make it the prime favorite of careful housewives.

Church and Dwight
LIMITED
Manufacturers
MONTREAL

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Del Monte
BRAND
EXTRA
QUALITY

EVERY CAN SOLD SELLS MORE

Getting right down to solid facts,—people judge the canned fruit you sell them on its taste and appearance — on quality.

And there's no mystery about quality. It can be secured if the right fruit is selected and packed the right way. And that is how we get it. DEL MONTE canned fruits are quality through and through because quality is our one aim, throughout all the processes of selecting, grading and packing.

We select only the finest fruit, chosen from the particular district where each variety grows to its highest perfection.

We pack when the fruit is at just the right point of maturity and flavor, and our canneries are located close to the orchards so that the fruit can be packed the day it is picked.

That's why every can of DEL MONTE canned fruits and vegetables sold, sells more,—and makes satisfied customers and substantial profits for you.

Wholesale distributers everywhere.

CALIFORNIA PACKING CORPORATION

San Francisco,
California

If any advertisement interests you, tear it out now and place with letters to be answered.

Why is Eddy's "Silent 5" The Safest Match in the World?

Because being chemically treated there is positively no smouldering or burning after the match is blown out.

It took 66 years of practical experience in match-making, plus flawless lumber, skilled workmanship, etc., to give this perfect match to an appreciative public.

Great publicity has been given this latest improvement to the "Silent 5", which, coupled with the fact of it being an EDDY product, constitutes a strong selling point.

Stock up with EDDY Goods

There are about 30 Brands of EDDY'S MATCHES, comprising 15 to 20 Domestic in 200 and 500 sized boxes, Wax Vestas (pocket and larger sized) of interest to the Grocer looking for Smokers' Business, Gas-lighters with a 4¼-inch stick for lighting Gas Ranges, Fire Ranges, Torches for Campers, etc., in fact there is an Eddy Match for every known need.

E. B. EDDY COMPANY, LIMITED

HULL, CANADA

There are about 30 Brands of Eddy's Matches, comprising 15 to 20 Domestic.

EDDY

ESTABLISHED A.D. 1851.

If any advertisement interests you, tear it out now and place with letters to be answered.

PATRIOTISM

And good business judgment means stocking

RALSTON WHEAT FOOD
PURINA WHOLE WHEAT FLOUR

Last week we told you about our advertising campaign. Now we wish to impress upon the grocers of Canada the advantage of Whole Wheat Products.

RALSTON WHEAT FOOD is a whole-wheat product which is both nourishing and economical—one cup makes a breakfast for 6 persons. It contains the very elements that produce flesh, bone and muscle. Meats are high—beyond the reach of the majority of pocket-books. Ralston Wheat Food takes the place.

PURINA WHOLE WHEAT FLOUR is scientifically prepared. Two bushels of wheat will produce 16 pounds more of Purina Whole Wheat Flour than white flour — more economy.

Then again it contains all the elements required to sustain life, the heat-giving starch, mineral salts, gluten, phosphates and cellulose.

Therefore every loyal and patriotic grocer should display these two products.

Try them in your own home — on sale through your jobber. If he won't supply you, write us direct.

Upon request we will cheerfully send you circulars and display advertising matter.

The Chisholm Milling Company, Limited
TORONTO, ONTARIO

If interested, tear out this page and keep with letters to be answered.

CHOICE SOCKEYE

SALMON

TRADE MARK
DIRECTIONS:
WHEN REQUIRED HOT PLACE THE CAN BEFORE BEING OPENED INTO BOILING WATER FOR TWENTY MINUTES
MAPLE LEAF BRAND

THE BEST PROCURABLE IN THE WATERS OF
THE GREAT PACIFIC COAST

PACKED IN

ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**

EVERY TIN GUARANTEED.

Quality Flours

Get big flour profits by selling the famous McLeod Products

"OUR CHIEF" *and* "SPECIAL"

Every good housewife approves of the splendid quality of these high grade flours and with home baking constantly becoming more popular it behooves every aggressive grocer to suggest the flours that guarantee good results—"Our Chief" and "Special."

And your profits will be big enough to prove the advisability of always featuring these two winners.

The highest grade of Manitoba No. 1 Hard Wheat—and no other—is contained in "Our Chief" flour.

There is nothing better in scientific wheat blending than McLeod's "Special" flour. **Stock McLeod's Flours** now and note how they'll satisfy.

THE McLEOD MILLING COMPANY

STRATFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Sewards' Soaps are sure profit-makers

Are you showing them?

Every Cake of Seward Toilet Soap is made to meet the most exacting requirements of hard-to-please people.

The "English Process" by which Seward Soaps are made is the last word in scientific soap making, insuring that purity and "inbuilt" quality which is fast creating a Dominion wide reputation for these high-grade lines.

Attractive Variety. ***Right Prices.***

Wouldn't you like to receive free samples.

Sewards Limited

Cathedral St., Montreal

Western Representatives: The Robt. Gillespie Co., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

The State and Our Own Rigid Inspection Guarantee

Sunsweet Quality

Before SUNSWEET

Prunes and Apricots

earn the right to bear the SUNSWEET label, they must conform to the highest standards of growing, curing and packing.

They must be passed by state inspection and by our own even more rigorous inspection. They must be the best prunes and apricots produced—or they are not SUNSWEET.

Live grocers everywhere will realize what this means to them in the way of increased sales and new customers. Stocking SUNSWEET means selling SUNSWEET—not only because of their superior quality—but because this brand will be popularized by a broad advertising campaign to the women of this country.

Order SUNSWEET, California's "Nature Flavored" Prunes and Apricots from your jobber. We will gladly send you upon request valuable dealer helps and advertising matter.

California Prune and Apricot Growers, Inc.

SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" **New Noblemen Superiores**	2 for 25c, equal to most 20c cigars.
" **La Plaza**	2 for 25c, equal to most 20c cigars.
" **Promoter Blunts**	3 for 25c, equal to most 15c cigars.
" **Perfection**	3 for 25c, equal to most 15c cigars.
" **Grand Master Blunts**	4 for 25c, equal to most 2 for 25c cigars.
" **Lord Tennyson**	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

The Home of the Mathieu Products

You will find a stock of Mathieu's Products particularly profitable

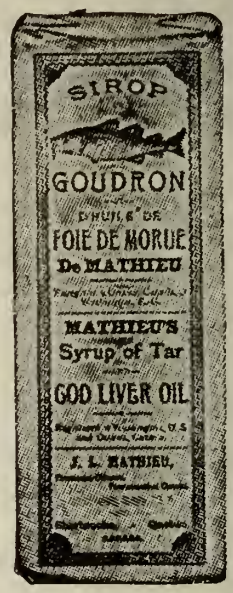
Profitable not only through the direct profits on your sales, but also through the increased customer-confidence resulting from the good results that Mathieu Products always give.

Mathieu's Syrup of Tar and Cod Liver Oil

is a splendid line to concentrate on during the coming cold weather months. It's a sure safeguard against Pneumonia, La Grippe, etc.

MATHIEU'S NERVINE POWDERS. This is a year-round selling line that will justify a little selling effort on your part. A sure customer-pleaser.

Give these two sellers a trial and you'll sell them constantly. Write us.



J. L. Mathieu Company

SHERBROOKE, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

The best grocers in Canada find it advisable to always feature

Marsh's Grape Juice

THERE is always a good demand for Marsh's. People like its unspoiled goodness, its pure Concord deliciousness, and they keep coming back for more after a first purchase.

MARSH'S Grape Juice is always worthy of displayspace. And to each and every customer you can recommend Marsh's, knowing that its unadulterated purity will win renewed confidence from even the most critical.

Five case lots or more prepaid to any part of Ontario or Quebec.

Write for prices and give it a trial.

Marsh Grape Juice Company

NIAGARA FALLS, ONT.

Agents:

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

Rose & Laflamme, Ltd., Montreal, Que.

Your profit

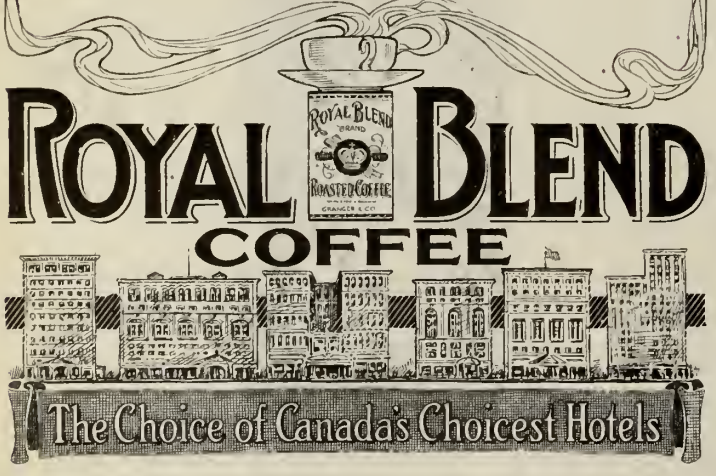
—your customer's satisfaction—

Both are possible with Royal Blend!

The fact that the best hotels serve Royal Blend makes it in great demand among lovers of really good coffee. And the generous profit the dealer makes from Royal Blend makes it a pleasure to supply this demand.

You can obtain Royal Blend Coffee from any one of these distributors:

Toronto, Ont.		Groceries, Limited
Hamilton, Ont.		Geo. E. Bristol & Co.
"	"	W. H. Gillard & Co.
"	"	Lumsden Bros.
"	"	James Turner & Co., Ltd.
London	"	M. Masuret & Co.
"	"	Edward Adams & Co., Ltd.
"	"	Elliot, Marr & Co., Ltd.
"	"	Scandrett Bros.
"	"	A. M. Smith & Co.
Brantford	"	Geo. Watt & Sons, Ltd.
Guelph	"	The Simpson Company
Woodstock	"	Fred. Millman
Stratford	"	Stratford Wholesale Grocery Co.
Kitchener	"	Randall & Roos
Belleville	"	J. E. Walmsley & Co., Ltd.
Kingston	"	W. G. Craig & Co., Ltd.
"	"	Fenwick, Hendry & Co.
"	"	George Robertson & Son, Ltd.
"	"	Robertson Wholesale Grocery Co.
Peterboro	"	Rishors, Ltd.
Sault Ste. Marie		W. H. Gillard & Co.
St. Thomas, Ont.		Harding Co.
Sudbury, Ont.		D. L .McKinnon
Montreal, Que.		C. B. Hart, Reg., Quebec Representative
Lennoxville, Que. / Sherbrooke	"	A. L. Parker & Co.



Economy

A careful housekeeper uses ***Sani-Flush*** to clean toilet bowls, because it saves time and expense. Materials which have less effect are wasteful and cost more for the results accomplished.

Sani-Flush

is made exclusively for this purpose. It cleans toilet bowls quickly and thoroughly. It does one thing and does it well. Save your customers expense—make extra profit for yourself by selling ***Sani-Flush.***

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

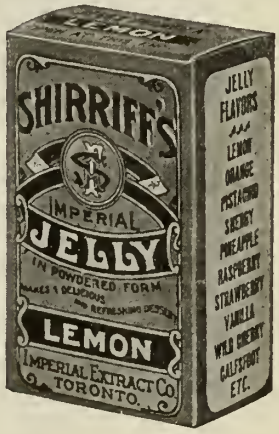
Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West. Vancouver, B.C.

Three Sincere Quality Products

THE same sincerity of quality that makes Shirriff's true vanilla fifty per cent. stronger than Government requirements characterizes Shirriff's Marmalade and Jelly Powders. The experience of our dealers is our warrant in recommending Shirriff's as business-getters for you.



Shirriff's True Vanilla

is a pure essence of the Mexican vanilla bean, made under our secret process which requires a whole year to complete. It is uniform in quality and a favorite for many years.

Shirriff's Scotch Marmalade

A heavy consistency pure marmalade that doesn't "thin out" when being used. It is made from Seville Oranges and Pure Cane Sugar. Packed in hermetically sealed packages.

Shirriff's Jelly Powders

Fruit flavors of lemon, orange, pineapple, strawberry, raspberry, etc. They lend themselves to a wide variety of desserts very popular nowadays.

Push These Popular Products for Pleasing Profits

Shirriff's

Imperial Extract Company, Toronto

Western Representatives: H. F. Ritchie & Co., Limited, Toronto. Montreal: W. S. Silcock. Quebec City: Albert Dunn. Maritime Provinces: H. F. Ritchie & Co., Limited (W. H. L. Usher, Halifax).

If interested, tear out this page and keep with letters to be answered.

Regarding the Popularity of Malcolm Milk Products

we refer you to the continuous growth of our business during later years—and this, too, in spite of the fact that we have had mighty stiff competition.

But when you consider the quality of the Malcolm line you will understand just why it satisfies consumer and retailer.

For every Malcolm Milk Product is high class in the extreme—pure—every drop of it—the kind that's bound to satisfy the expectations of the most critical customer.

And the profits are big enough to make a Malcolm "boost" worth while. Especially when you consider the Malcolm quality that keeps the people coming back for more and more.

Will you join the other quality grocers who are pushing *the only All-Canadian Condensed Milk Lines?*

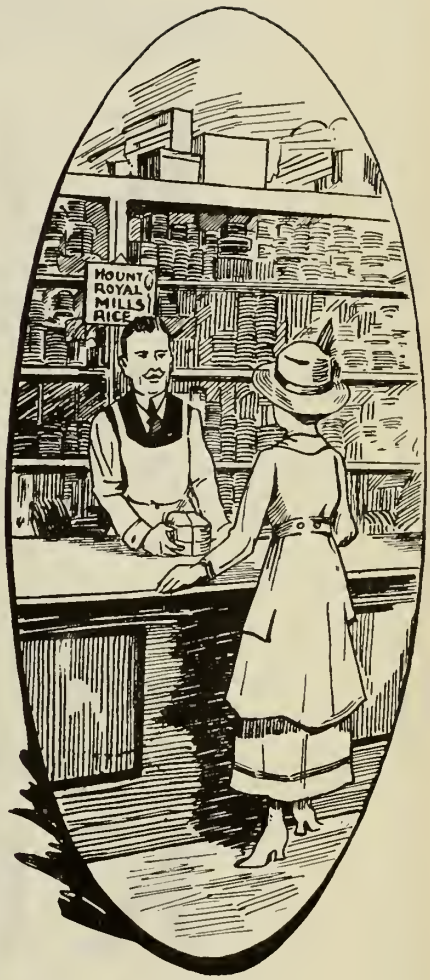
We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

RICE



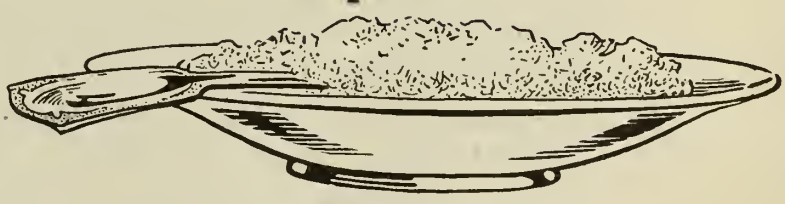
The Popularity of Rice

as a staple article of diet has received a big impetus from the prevailing high cost of foodstuffs in general.

It is no exaggeration to say that Rice offers the housewife more value for money—more real food value—than any other product.

Tell the housewife about this. Remind her occasionally that you can fulfil her requirements in this respect, that you sell the very best Rice there is—MOUNT ROYAL MILLS Brand.

Begin to-day.



Mount Royal Milling and Manufacturing Company

D. W. Ross Co'y, Agents, Montreal

Make a daily display of The Premier Saline Aperient

KHOVAH

HEALTH SALT

Everybody likes Khovah. Its sparkling, healthful deliciousness appeals to all. A teaspoonful in the morning purifies the Stomach, Liver and Blood, and puts added energy into every part of the system.

Show Khovah constantly and your sales and profits will quickly grow.

Another excellent selling line that every good grocer should carry is

KHOVAH

CUSTARD POWDER

This Custard Powder produces perfect results without the use of eggs—an important point just now, owing to the high cost of the latter.

Housewives who buy Khovah Custard Powder once will buy it right along. And every sale gives you a sizeable profit.

See that you are well stocked and start things going with a display on your sales counter.

Maclure and Langley, Limited

Montreal TORONTO Winnipeg

OFFER YOUR CUSTOMERS

THE

Two Royals

They will thank you, and the splendid satisfaction that these two popular dressings give will add many dollars to your profit account.

Royal Salad Dressing

is a tip-top, year-round seller. It always "repeats," so that a little selling effort on your part is decidedly worth while, particularly during the holiday season.

Royal Mayonnaise

Ideal for fruit salads. The same high quality that has won for Royal Salad Dressing the generous approval of the housewife is apparent in Royal Mayonnaise. Fruit Salads are always popular, so that the demand for Royal Mayonnaise is always good.

Put the Two Royals on display now and note the growing demand. And remember—*you can guarantee them to keep good right down to the last drop.*

The Horton-Cato Manufacturing Co.

WINDSOR, CANADA

Meet the demand for this economical and wholesome food

Ask your jobber to ship you a case or two of Excelsior Cream Macaroni. Get it displayed where your customers will see the neat eye-catching packages. Then you'll find the first sale easy, and the delicious goodness of

Excelsior Cream Macaroni

will take care of the repeats.

More and more people are realizing what splendid food value Excelsior Cream Macaroni offers them. The demand is ever growing. Be one of the many go-ahead dealers who find "Excelsior" a big profit-maker.

Excelsior Cream Macaroni is made in our Winnipeg factory by the French process, under absolutely sanitary conditions.

We make Excelsior Cream Long and Cream Cut Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.

Excelsior Macaroni Products Co.

WINNIPEG, MAN.

Exclusive Representatives:

DONALD H. BAIN COMPANY

Winnipeg, Saskatoon, Regina, Calgary, Edmonton, Lethbridge, Vancouver

You Know You Can Sell

(Pays You 62% Profit On Your Investment)

Why Experiment With Other Polishes?

BUFFALO SPECIALTY CO., BUFFALO, N.Y., U.S.A. BRIDGEBURG, ONT., CAN.

It Is a Complete Meal

Shredded Wheat is a meal. With milk and a little fruit, at a total cost of five or six cents, it satisfies the appetite and provides enough actual nourishment to give anyone a good start for a day's work.

Call your customers' attention to the economy and food value of

Shredded Wheat

Tell them that every member of the family can eat it for any meal in any season.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Limited

NIAGARA FALLS, ONTARIO

Toronto Office: 49 Wellington St., East

Interlake Tissue Mills

Limited

MANUFACTURERS OF A FULL LINE OF WHITE AND COLORED M. G. TISSUES, BROWN AND COLORED LIGHT WEIGHT M. G. KRAFT, WHITE AND COLORED SULPHITE WRAP, ALL GRADES OF FRUIT WRAPS, DRY PROOF PAPER. A FULL LINE OF TOILET PAPER, PAPER TOWELS, PAPER NAPKINS, DECORATIVE CREPE ROLLS, LUNCH AND OUTING SETS.

Head Office: 331 Telephone Bldg. Toronto. Mills at Merrittion

CENTURY SALT

Century Salt is not combined with cheap ingredients, and gives the housewife full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT C° LIMITED

SARNIA, ONT.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

10 Cents!—
that's what it sells at

Both the appearance and the price of this delicious *Worcestershire Sauce* helps to get a stock moving quickly. Its inimitable goodness keeps it moving through constant daily come back sales.

Every bottle is neatly and attractively wrapped suggesting the excellent sauce it contains.

Ask your wholesaler. If he doesn't stock it write us direct.

Chas. M. Edwards and Company

E. B. Thompson, Sole Proprietor

20 Front Street East - Toronto

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S
DOG CAKES
Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Write us for samples of

S.P.B. BAGS
and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
247-255 CARLAW AVE., TORONTO, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

A GOOD ALL YEAR AROUND SELLER

PARIS PATÉ
PARIS MEAT PATTY

A tasty morsel - Display it now

Remind your customers that Paris Pate makes dainty sandwiches for afternoon teas, card parties, etc.

Delicious, wholesome, ready-to-use. Keep a few tins continually on your counter—you'll be surprised at the number you'll sell.

HAVE YOU TASTED OUR DEVILLED TONGUE?

SOCIETE S.P.A. - MONTREAL
91 Reading St.

Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 403

PROHIBITION
BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

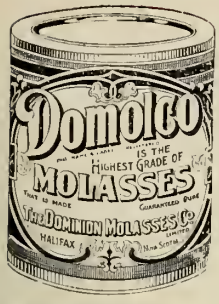
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



The tins shown above—familiar to all Canadian Grocers—are made by the A. R. Whittall Can Company, Limited, and indicate a few of the many packers of food products who are using our cans.

WE MANUFACTURE:

ROUND AND SQUARE CANS FOR MEATS, FISH, FRUIT, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS

A. R. WHITTALL CAN COMPANY, LIMITED

MONTREAL, CANADA

In the lower space are represented some of the paint manufacturers using our cans.

Write to us if you are interested in tin containers of any kind. We are doubling our plant to take care of new business.

Give snap and variety to your cooking with

Lea & Perrins'

The original and genuine Worcestershire Sauce.

Sold by Grocers Everywhere.

No Better Salt in the World

Windsor Table Salt

Made in Canada

THE CANADIAN SALT CO. LIMITED 218

Lantic Sugar

These are among the Trade Marks of National Reputation which we represent on the Western Market.

Made in Canada

REGAL

FREE RUNNING

Table Salt

We'll give you active and responsible representation in Western Canada

An efficient selling organization and an old-established connection with the trade place us in a position to offer unexcelled facilities for marketing your products in the West.

Owing to business expansion we would welcome a further addition of desirable shippers to our list.

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes.

H. P. Pennock & Co.

Limited

Wholesale Grocery Brokers

Head Office: Winnipeg, Man.

Manitoba, Saskatchewan, Alberta, Western Ontario

Classified Directory of Store Equipment Advertisers

Account Registers
Barr Register Co., Winnipeg, and Trenton, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
McCaskey Systems, Ltd., Toronto, Canada.

Account Systems
McCaskey Systems, Ltd., Toronto, Ont.

Account Register System
Barr Register Co., Winnipeg, and Trenton, Ont.
Computing Scales Co. of Canada, Winnipeg, Man.

Barrels
The Sarnia Barrel Works, Sarnia, Ont.

Bin Counters, Grocers'
Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.

Bins, Patented
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bins, Tipping
G. W. Murray Co., Ltd., Winnipeg, Man.

Biscuit Cabinets
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bone Grinders
Hobart Mfg. Co., Toronto.

Box Strapping
J. N. Warminton & Co., Montreal, Que.

Broom Racks
Walter Woods & Co., Hamilton, Ont.

Butter Dishes
H. P. Eckardt & Co., Toronto.
Oval Wood Dish Co., Delta, Ohio.
Walter Woods & Co., Hamilton, Ont.

Butter Tubs
Walter Woods & Co., Hamilton, Ont.

Butter Paper
Walter Woods & Co., Hamilton, Ont.

Cake Cases
The Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Cake Mixers
Hobart Mfg. Co., Toronto.

Cash Carriers
Gipe-Hazard Store Service Co., Ltd., Toronto, Ont.

Cash Registers
National Cash Register Co., Toronto, Ont.

Cheese Cutters
American Computing Co., Hamilton, Ont.
Brantford Computing Scale Co., Brantford, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

Cheese Cutter Cabinets
Brantford Computing Scale Co., Brantford, Ont.

Clutch Nails
J. N. Warminton & Co., Montreal, Que.

Coffee Grinders
Computing Scale Co. of Canada, Winnipeg, Man.

Coffee Mills
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Woodruff & Edwards Co., Elgin, Ill.

Coffee Refiners (Electric)
Hobart Mfg. Co., Toronto.

Cold Storage Doors
Eureka Refrigerator Co., Toronto, Ont.

Computing Scales
Brantford Computing Scale Co., Brantford, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.

Containers for Oysters
Connecticut Oyster Co., Toronto.

Cordage
Walter Woods & Co., Hamilton, Ont.

Counters
G. W. Murray Co., Ltd., Winnipeg, Man.

Counters, Grocers'
Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.

Counter Check Books
Computing Scale Co. of Canada, Winnipeg, Man.
J. E. & J. N. Somerville (Independent Brand), 70 Howard Park, Toronto.
McCaskey Systems, Toronto, Ont.
Walter Woods & Co., Hamilton, Ont.

Crate Hasps
J. N. Warminton & Co., Montreal, Que.

Credit Registers
McCaskey Systems, Ltd., Toronto, Ont.

Display Counters
Eureka Refrigerator Co., Toronto, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.
John Hillock & Co., Toronto.
Sherer-Gillett Co., Guelph.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Bin Wall Cases and Shelving
Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Tables
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Drug Mills
Woodruff & Edwards, Elgin, Ill.

Egg Carriers
H. P. Eckardt & Co., Toronto, Ont.
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.
Walter Woods & Co., Hamilton, Ont.

Egg Trays
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Case Fillers
Trent Mfg. Co., Trenton, Ont.

Egg Carton Fillers
Trent Mfg. Co., Trenton, Ont.

Egg Case Cushion Fillers
Trent Mfg. Co., Trenton, Ont.

Egg Case Corrugated Flats
Trent Mfg. Co., Trenton, Ont.

Enamelled and Lithographed Steel
J. N. Warminton, Ltd., Montreal, Que.

Filing Systems
McCaskey Systems, Ltd., Toronto, Ont.

Fish Boxes
Eureka Refrigerator Co., Toronto, Ont.
John Hillock & Co., Toronto, Ont.

Fruit Stands and Counters
Walker Bin & Store Fixture Co., Kitchener, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.

Ice Cream Cabinets
Eureka Refrigerator Co., Toronto, Ont.

Ice Machines
W. A. Freeman Co., Hamilton, Ont.

Lead Seals
J. N. Warminton & Co., Montreal, Que.

Meat Choppers
Computing Scale Co. of Canada, Winnipeg, Man.

Meat Grinders
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Meat Slicers
Brantford Computing Scale Co., Brantford, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Oil and Gasoline Storage and Distributing System
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Oil Handling Equipment
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Open Shelving
Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Pail Hooks
J. N. Warminton & Co., Montreal, Que.

Paper
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

Paper Balers
H. P. Eckardt & Co., Toronto,
Walter Woods & Co., Hamilton, Ont.
Climax Baler Co., Hamilton.

Paper Bags
Specialty Bag Co.

Peanut Butter Machines
Computing Scale Co. of Canada, Winnipeg, Man.
Hobart Mfg. Co., Toronto.

Pied Metal
J. N. Warminton & Co., Montreal, Que.

Pumps for Gasoline
S. F. Bowser & Co., Toronto.

Pumps for Molasses
Walter Woods & Co., Hamilton, Ont.

Pumps for Oil
S. F. Bowser & Co., Toronto.

Pumps for Vinegar
Walter Woods & Co., Hamilton, Ont.

Refrigerators
Eureka Refrigerator Co., Toronto, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Refrigerator Counters
Eureka Refrigerator Co., Toronto, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
W. A. Freeman Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigeration System
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.

Safes
International Safe & Register Co., Ltd., Fort Erie.

Sales Books
McCaskey Systems, Toronto, Ont.

Sanitary Display Counters with Bins
Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Self-measuring Pumps
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Shelving, Grocery
G. W. Murray Co., Ltd., Winnipeg, Man.

Shipping Boxes
Thompson Norris Co., Ltd., of Canada, Niagara Falls, Ont.

Silent Salesmen
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.
Western Mnfg. Co., Regina, Sask.

Show Cases
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.
Western Manufacturing Co., Regina, Sask.

Signs and Novelties
J. N. Warminton & Co., Montreal, Que.

Spice Mills
Woodruff & Edwards, Montreal, Que.

Store Counters
Sherer-Gillett Co., Guelph, Ont., and Chicago, Ill.

Store Equipment
Sherer-Gillett Co., Guelph, Ont., and Chicago, Ill.

Store Fixtures
Sherer-Gillett Co., Guelph, Ont., and Chicago, Ill.
Western Mnfg. Co., Regina, Sask.

Tables
G. W. Murray Co., Ltd., Winnipeg, Man.

Tanks for Oil and Gasoline
S. F. Bowser & Co., Toronto.

Telephones
Bell Telephone Co., Montreal and Toronto.

Tool Grinders
Hobart Mfg. Co., Toronto.

Transfer Window Signs
J. N. Warminton & Co., Montreal, Que.

Twine
Walter Woods & Co., Hamilton, Ont.

Varnished Cardboard
J. N. Warminton & Co., Montreal, Que.

Vegetable Display Bins
Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.
Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Vegetable Slicing Machines
Hobart Mfg. Co., Toronto.

Vinegar Measures
Walter Woods & Co., Hamilton, Ont.

Wall Fixtures
Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.

Waste Paper Buyers
E. Pullan, Toronto.

Window Backs
Walker Bin & Store Fixture Co., Kitchener, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.

Window Panelling
Walker Bin & Store Fixture Co., Kitchener, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.

Wrapping Paper
Walter Woods & Co., Hamilton, Ont.

CUTTING THE COST

The Grocers of Canada can do much to assist in this National Campaign of Saving and Food Conservation at the present time if they are really in earnest about serving their Country—if their loud talk of Patriotism is not all bluff and bluster.

The Trade accepts every added burden with fine spirit—but, would it not be better to look ahead and co-operate by installing *Walker Bin* Food-Conserving, Labor-Saving Wall Cases and Counters?

Turn your time, floor and wall space to best possible use. Send us your floor plan and ideas. We will send catalogue, sketches of equipment suitable, and assist you to secure best possible service for your particular trade.

We aim to serve through equipment—not to sell so many counters or cases, and if you allow us to help you, both will be pleased.

No. 24—Salesman.

Quartered Oak or Mahogany finish in stock, 4′, 6′ and 8′ long. High grade, medium price.

No. 1—Fruit and Vegetable Counter.

The only way to keep floor clear of boxes and baskets and show fruit, etc., in keeping with an up-to-date store. 10′ section shown.

Combination X Sectional Wall Case

with varied size Patent Bins. All sections interchangeable, can be changed in length, moved about or taken down by any man or his clerks. Cost no more than display front counters, and while bins have same capacity as counter, you have shelving above gratis for canned, bottled and package goods. Making in large lots reduces the price in comparison with counters.

No. 9—Refrigerator Counter.

Best medium-priced Counter made in Canada. 9′ length, $150.00; 11′, $180.00. Glass display or marble top.

The Walker Bin and Store Fixture Company

Limited

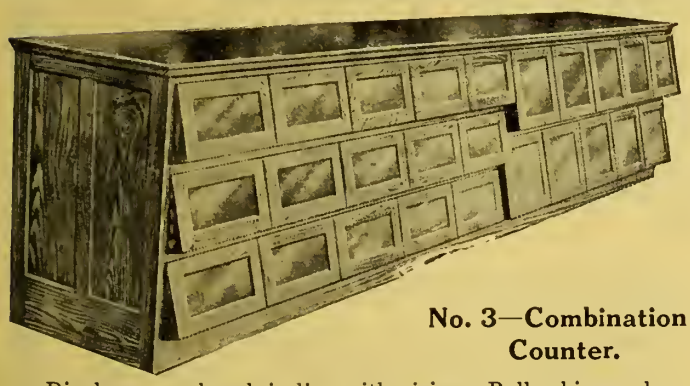
Kitchener :-: Ontario

MEETING THE MAN FAMINE

What are you doing to meet this question of Real importance to both of us? The MAN famine that Canada faces now, and is going to grow more acute.

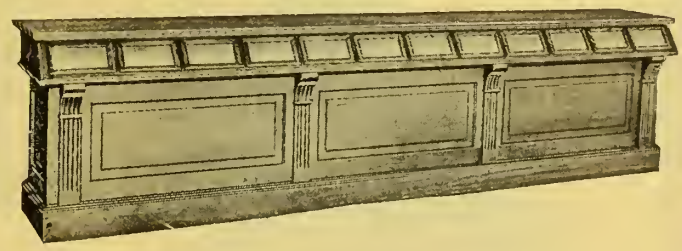
We have tried to co-operate in offering you equipment that would reduce labor required to serve your customers by 25%—one man out of every four—and at the same time serve your customers more acceptably—but you seemed to value the dollars more than men or service to Country. In no trade has the progress in a ten-year period been as slow as your line. Take the stock arguments for NOT buying Walker Bin equipment and they are legion. We find men installing the same style shelving and counters on King Street, Toronto, to-day, as were hewed out of the bush clearing one hundred years ago.

"Walker Bins are fine, but building cost $500.00 more than expected. Will get about $60.00 of lumber and carpenters will build shelving and counters for $125.00 to $150.00. Cannot afford to buy fixtures now—if business goes well, may put Walker Bins in later." See the logic?—$150.00 to equip a $10,000.00 building for business—a 14-karat solid gold case watch with Ingersoll works—and if he succeeds, after buying a cylinder scale at $190.00, a smaller at $90.00, a cash register—to do cash business and know what he made each night—an account register to see at a glance how much the people that don't pay cash owe, before giving them more goods—then a meat slicer to save time and stock in slicing 50c bacon, all costing from $500.00 up, and bought in some instances because terms are so easy—$10.00 down and $10.00 a year until paid for, no interest to pay and they pay for themselves. Well, if he succeeds under this handicap, he is paying for the extra clerk in salary each year 50% of what a Walker Bin equipment would have cost him to start with; he also has waste of stock, insanitary, inconvenient working conditions, and wishes he had used good, sound business sense in starting. All equipment we specify is essential to a well-managed store AFTER IT IS EQUIPPED FOR BUSINESS with Walker Bin cases and counters, but by use of obsolete equipment—old or new—you save at the spigot and waste at the bung, as the old saying goes. Get out of the rut, save **food, time, men,** money and aim at efficiency instead of following your grandfathers' ways.



No. 3—Combination Counter.

Displays on a bevel, in line with vision. Roller bins and drawers gravity or self-closing—keeps out flies and dust. 11'3", 14' long stock sizes, 14' shown.



No. 11—False Display Counter.

Bevel display fronts over panel front, best grocery counter. One row sack or two rows medium bins.

No. 7—Plain Panel Counter.

Bins or shelves, same capacity as display front counters at much less money.

All prices are based on cost of manufacture, and we would as soon sell you a Sectional Wall Case and Shelving at $12.00 per foot as a No. 3 Combination Counter at $12.50, or a No. 7 at $7.50, with two rows of bins, or $7.00 with one row of sack bins for cereals, meal, sugars, etc.

The Walker Bin and Store Fixture Company

Limited

Kitchener :-: Ontario

Solve the labor shortage problem by installing the

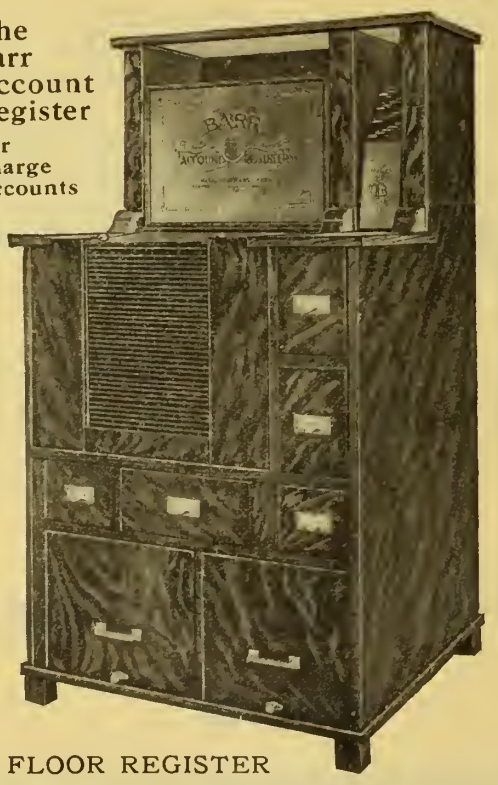
BARR ACCOUNT REGISTER

COUNTER REGISTER (Closed)

The Military Service Act will make the shortage of young men in stores, as elsewhere, still more pronounced in the near future. We offer you a solution of this difficulty in the Barr Account Register. By installing this up-to-the-minute System you can relieve the labors of your remaining staff, yourself included.

The Barr Register will take care of any number of accounts from 100 to 1,000 without the use of the day book and ledger, without making out one solitary account, without one minute of time more than it now takes to make out the ordinary sales slip.

The Barr Account Register For Charge Accounts



FLOOR REGISTER

And the Barr Register is a Made-in-Canada Register—made in Canada for the Canadian trade.

Get full particulars of this time-saver and money-maker.

BARR REGISTERS
LIMITED

Winnipeg Office

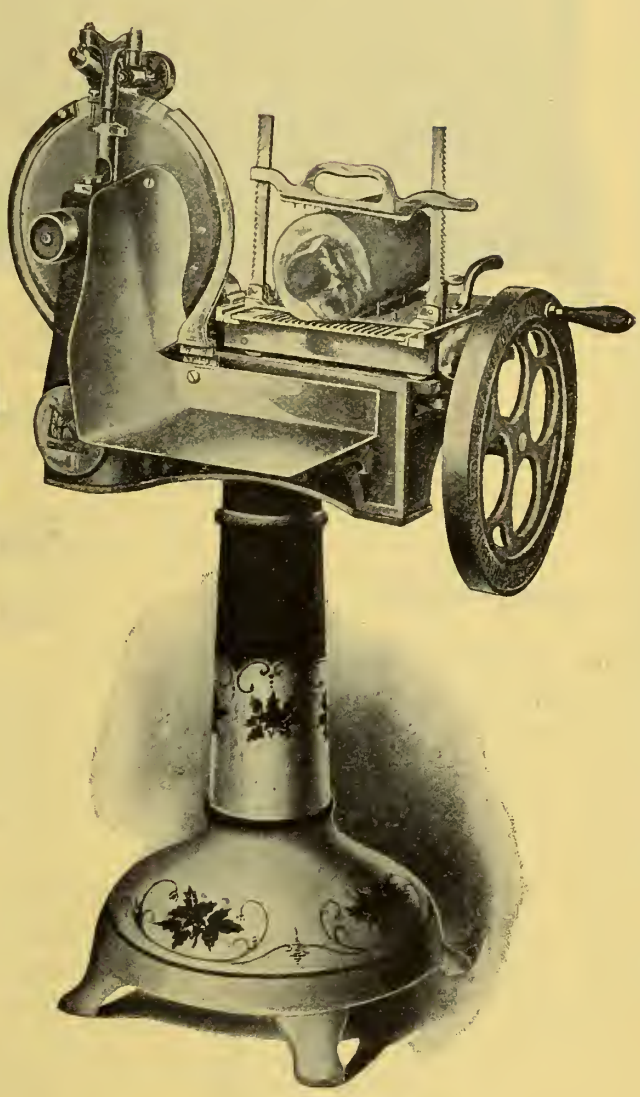
227-231 McDermott Ave., Phone Garry 2676
Head Office and Factory at

TRENTON, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Brantford New Cylinder Scale

The Best Yet



The Brantford Slicer

Cuts to Last Slice

Get equipped with these two money-makers

The Brantford New Cylinder Scale

This excellent store equipment will quickly cover its cost over and above in the better service it makes possible.

It is good-looking, strictly sanitary and entirely dust-proof, as all the working parts are enclosed.

Instal it now and win increased patronage and bigger profits.

And

The Brantford Slicer

—the most satisfactory Slicer on the market.

We positively guarantee THE BRANTFORD SLICER to be perfectly satisfactory and thoroughly reliable in every way. It cuts all boneless meats and cuts them right down to the very last slice. No waste whatever.

THE BRANTFORD SLICER will win you more customers because it improves your service.

Our catalog describes the BRANTFORD lines in detail. We'll send you a copy on request.

Keep Your Money in Canada.

The Brantford Computing Scale Co., Limited

BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The "Ideal"

Specifications:

Oak Frame, Beveled Plate Glass Top, Plate Glass Front, 2 Plate Glass Shelves on Nickel-plated Adjustable Brackets, Metal Feet or Wood Base as required, Sliding Doors on Roller Bearings.

The "New Jersey"

Show your stock attractively and people will buy more

Good store equipment will enable you to show off your goods to advantage—to display them temptingly and invitingly — to get the fancy merchandise, "the kind that pays the big profits," where your customers will see it and buy it.

We can give you this kind of equipment. Handsome Show Cases, Shelving, Counters—anything and everything in the line of sales-creating, business-building, store equipment. Don't be handicapped with that old-style counter and those out-of-date wall shelves. Put your store on a thoroughly up-to-date basis by equipping yourself with the money-making fixtures we supply.

Whatever your requirements may be we can meet them satisfactorily.

Special Terms or Liberal Discounts for Cash.

Let us help you decide. Estimates furnished without obligating you in any way.

Geo. W. Murray Co., Ltd., Winnipeg

Established 1882

If any advertisement interests you, tear it out now and place with letters to be answered.

Patented

ABOVE SUSPICION!

The SHERER COUNTER places your store above suspicion. It convinces your customers that you are a wide-awake, progressive, up-to-the-minute merchant and that you are looking after their best interests as well as your own. It advertises your store as the home of clean food. With it you handle your bulk foods in such a fashion that all can see there is no opportunity for contact with dirt, dust, disease germs, or contamination of any sort.

When you stand in the center of this counter, you have within two steps of your scales 2,000 pounds of quick selling goods of 31 sorts. Think of the saving in time —in putting up orders—in waiting on customers!

Think of displaying 31 different sorts of profitable goods in a tasty, tempting, top-o'-the-box fashion and having the top of your counter free for the work for which it was intended.

Your loss from evaporation on some foods is as high as 13%! Peas, beans, rice, nuts, cereals, dried fruits, etc., all give off some of their moisture weight into the air. The moisture which leaves these foods is part of your profit. It is part of the weight for which you have paid your wholesaler. The SHERER COUNTER saves this loss.

The style of counter shown above has three sizes of drawers. Each size is designed to contain original packages or adequate daily stocks of quick-selling, bulk goods. Behind the little crystal sheet glass windows are samples of the goods contained in each of the drawers. Thus the counter displays and sells bulk merchandise in the most attractive way possible—the goods showing themselves!

IT PAYS FOR ITSELF

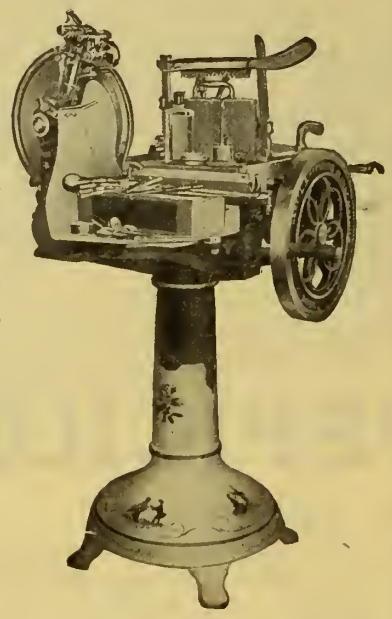
The SHERER COUNTER pays for itself out of the savings in many directions which it makes for you. After it has paid for itself it continues to make daily profits. Booklet AC10 contains full description of Sherer counters and interesting facts on economical store arrangement. It is free. Write to-day for Booklet AC10.

THE SHERER-GILLETT CO., LIMITED

GUELPH, ONTARIO

VAN BERKEL SLICING MACHINE

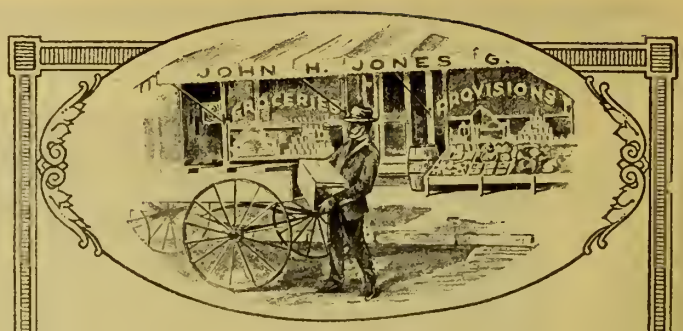
"Made in the Empire, London, Eng."



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

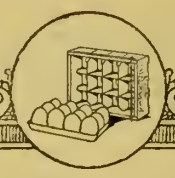
The W. A. Freeman Company, Ltd.
HAMILTON, CANADA



Buy your eggs direct, in bulk—grade and deliver them in Star Egg Carriers. They cost less and besides we can show you an added profit of from $.75 to $1.50 on each case when handled according to the Star System. And, incidentally you will sell *more* eggs. Let us tell you more about it.

If it so happens you are not in touch with parties who can furnish fresh bulk eggs, write us. We will assist you in locating a supply.

STAR EGG CARRIER & TRAY M'F'G COMPANY



107 JAY STREET ROCHESTER NEW YORK

Canada's Most Popular Coffee Mill is

THE ELGIN NATIONAL

No. 35

WHY? – Because of its

SIMPLICITY OF CONSTRUCTION
BEAUTY OF FINISH
EASY RUNNING
FAST GRINDING AND
LONG LASTING QUALITIES

ALL COMBINED FOR YOU in the ELGIN NATIONAL at the LOWEST POSSIBLE PRICE.

ADJUSTED while running, to cut as coarse or fine as desired.

GUARANTEED to STEEL-CUT Coffee faster than any other mill of same size.

Live Canadian Grocers are using the ELGIN. YOUR COFFEE DEPARTMENT NEEDS AN ELGIN NATIONAL. The best CANADIAN JOBBERS handle ELGIN NATIONALS.

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices.

St. John, N.B.—G. E. Barbour Co., Dearborn & Co., Ltd.
Montreal—L. Chaput, Fils & Cie., Limitee; The Canadian Fairbanks Co. (and branches).
Toronto—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.; Medland Bros., Ltd.
Hamilton—James Turner & Co.; Balfour, Smye & Co.; Macpherson, Glassco & Co.; Geo. E. Bristol & Co.
London—Gorman, Eckert & Co.
Winnipeg—Blue Ribbon, Limited (and branches); The Codville Co. (and branches); Todhunter, Mitchell Coffee Co.; McLarens, Ltd.
Regina, Sask.—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd.
Saskatoon—Campbell, Wilson & Millar, Ltd.; A. Macdonald Co., Ltd. (and branches).
Edmonton, Alta.—The A. Macdonald Co.; Revillon Wholesale, Ltd.; Macdonald-Cooper, Ltd.
Calgary—Campbell, Wilson & Horne, Ltd.; Macdonald-Cooper, Ltd.; L. T. Mewburn & Co., Ltd.
Vancouver—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

No. 40

Made By **WOODRUFF & EDWARDS CO.,** ELGIN, ILL.

Which oil room is yours?

Oil stored and handled the old-fashioned way handicaps the dealer in the service he gives and the profit gained; at the same time, it is a constant fire menace.

A little thought will quickly convince any merchant that the tin tank and barrel method of oil storage is a thing of the past—that oil should be stored in the

BOWSER
Oil Storage System

It is the scientific way to handle and sell oil; does away with all waste, inconvenience, danger and loss of profit.

The Bowser prevents dripping, splashing and overfilled cans; eliminates oil-soaked floors and rags.

Measures accurately a gallon at a stroke, or lesser quantities as desired, direct to customer's can.

Keeps oil pure, free from dust and dirt; prevents evaporation and deterioration—oil can be stored indefinitely.

Is durable, attractive, a permanent and profitable addition to your store.

A postcard will bring complete information—
No obligation.

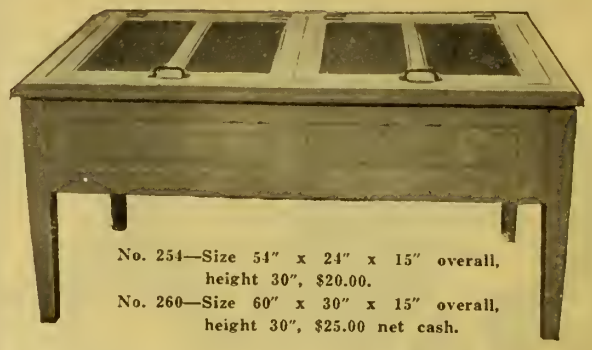
S. F. BOWSER & COMPANY, INC.
66-68 FRASER AVENUE, TORONTO, ONTARIO

Sales Offices In All Centers *Representative Everywhere*

If any advertisement interests you, tear it out now and place with letters to be answered.

Build your profits through increased fish sales

An "Arctic" Fish Display Case will enable you to show your fish stocks in a tempting, sales-creating way.



No. 254—Size 54" x 24" x 15" overall, height 30", $20.00.
No. 260—Size 60" x 30" x 15" overall, height 30", $25.00 net cash.

The growing popularity of fish offers every progressive dealer an unusual opportunity to secure increased sales and profits. Fish displayed in the Arctic Display Case will sell quickly and easily and will not deteriorate or spoil in the least degree.

ARCTIC

We would like to tell you all about this money-making equipment. Particulars gladly given (without obligation) on receipt of a post card.

JOHN HILLOCK & COMPANY, LIMITED

Makers of High-Grade Refrigerators and Fish Cases.

154 GEORGE STREET, TORONTO

"McCASKEY"-OPEN

"McCASKEY"

Account Systems

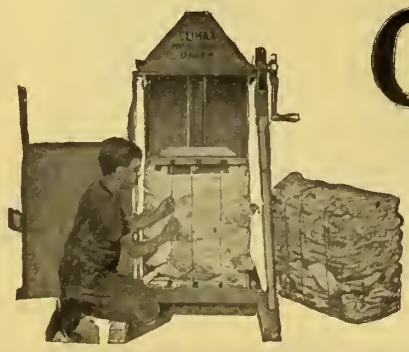
For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

STOP! THE WASTE

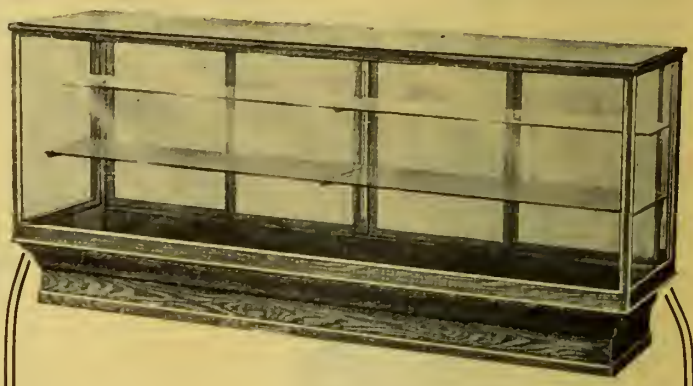


ALL STEEL CLIMAX FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.



Here's a Real Show-Case Bargain

This is the "Western Display"—as handsome and correctly constructed a show-case as any dealer could wish for.

Solid oak woodwork, stained, filled, varnished — three coats — and polished — and selling at a price that puts it within easy reach of every grocer.

We'll send you full particulars without obligating you in any way.

The Western Mfg. Co., Limited
REGINA - SASKATCHEWAN

If any advertisement interests you, tear it out now and place with letters to be answered.

1917-1918
Fall and Winter Staples

Brooms, Brushes, Baskets, Paper and Twine, Egg Cases, Butter Tubs, Parchment Butter Paper, Paprus Egg Carriers, Paper Balers, Broom Racks, Butter Dishes, Cheese Cutters, Counter Check Books, Refrigerators, Meat Choppers, Show Cases, Molasses Pumps, Vinegar Pumps, Fibre Vinegar Measures.

Send post card for catalog.

WALTER WOODS & COMPANY

HAMILTON and WINNIPEG

"Riteshape"

Fall fruits look well in the "Riteshape."

Make neat "Riteshape" packages of all the smaller fall vineyard, garden and orchard products.

The 10 pound "Riteshape" makes the best big fruit basket you ever saw.

Make up a 10 pound combination and look it over. You'll take it home sure.

Grapes especially and California fruits, delicacies that must have careful and tasty handling, belong in the "Riteshape" always.

The "Riteshape" serves so many purposes about the store. Few foods that do not look and carry better in the "Riteshape."

There is only one "Riteshape," remember. Get the rea hing.

Victoria Paper & Twine Company
LIMITED

Head Office:
TORONTO

Branches:
Montreal, Winnipeg and Halifax

THE OVAL WOOD DISH COMPANY
Manufacturers
Delta, Ohio, U.S.A

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

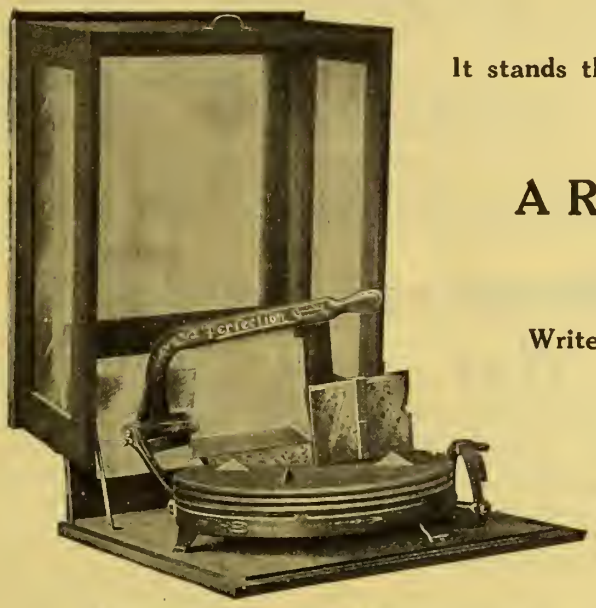
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

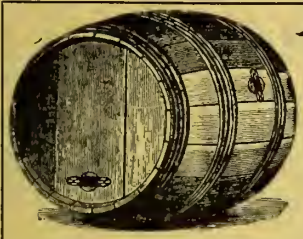
Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

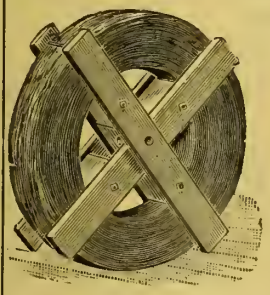
AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.



PAIL CLASPS

CLUTCH NAILS PROTECT THE BUNG



Coppered, Plain and Cement Coated.

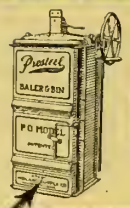
BOX STRAPPING on 6000 ft. reels, also put up on smaller reels for your convenience.

Write for Catalog.

Our Shipping Specialties are BOUND to deliver the goods.

J. N. Warminton & Co., Montreal

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal

WRITE TO-DAY

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessitities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

When Writing to Advertiser Kindly Mention This Paper.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November At All News Dealers **15c.**

The Success of Canada's Victory Loan will Provide your Customers with Money to Spend

GREAT BRITAIN cannot continue to buy the agricultural and manufactured products of Canada unless Canada is prepared to grant credit to Britain.

And if Great Britain were compelled, through the lack of this credit, to buy in some other producing country, where she COULD get credit, think of the effect it would have upon YOUR CUSTOMERS.

The farmers would lose their best market for live-stock, grain, cheese and other products; miners would have to work short shifts; workers in manufacturing industries of every kind would have their wages reduced, and many would be thrown out of employment.

You would have to face IMPOVERISHED CUSTOMERS with your shelves loaded with merchandise bought at above normal prices.

For the great business prosperity of Canada is very largely due to the millions upon millions of dollars expended in Canada by Great Britain.

And, as Great Britain requires credit so that she may continue to buy, Canada's Victory Bonds are offered so that this credit may be established.

The money so raised will be SPENT IN CANADA—will be used so that those who SELL to Great Britain can be paid IN CASH.

Therefore, it is in your interest as a business man—to say nothing of your duty as a patriotic citizen—to DO ALL YOU CAN to make the issue of Canada's Victory Bonds a GREAT SUCCESS. Suggest it, discuss it with your customers. Study the question so that you can advise those who are sure to ask you about it.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada, backed by all the resources of Canada. Any bank will lend money upon their security alone, and the bonds can be sold at any time.

Buy Canada's Victory Bonds when offered in November, to the limit of your ability. Even anticipate future profits so that you may do so. Your bank manager will help you—he will arrange any accommodation within his power for this patriotic purpose.

That's the Way to Keep Your Business Booming

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

61

"KEYSTONE" DANDY

Here is Why Keystone Dandy brushes stand hard work. They have a solid, one-piece hardwood back, and are carefully filled with good tough material, fastened with steel wire.

STABLE BRUSHES

The whole line of Keystone Stable Brushes is made just as carefully—everything that the stableman needs in the way of brushes.

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Buy Right

Then it is no trouble to sell. Get quotations from

Sapho Mfg. Co.

WE MANUFACTURE:

Anti-Dust Sweeping Powder
Ammonia (Household)
Brass Polish, Liquid and Paste
Insecticide, Liquid (Sapho)
Insecticide, Powder (Sapho)
Hard Soap, Liquid Soap
Hand Cleaner, Union Brand
Hand Cleaner, Sapho Brand
Javel Water
Moth Balls

Ontario Distributors:

MacLaren Imperial Cheese Co., Ltd., Toronto

Sapho Mfg. Co., Montreal

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

BAYLE FOOD PRODUCTS CO.

St. Louis, Mo., U.S.A.

Make

Salted Peanuts
Peanut Butter
Salted Peanuts in bags and cartons
Prepared Mustard
Grated Horseradish
Prepared Blanched Peanuts
Raw Shelled Peanuts
Worcestershire Sauce
Prepared Horseradish
Salad Dressing

Our goods sold through grocery jobbers.

A neat little seller for your window and counter displays

The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made Queen QUALITY PICKLES a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited

OWEN SOUND, ONTARIO

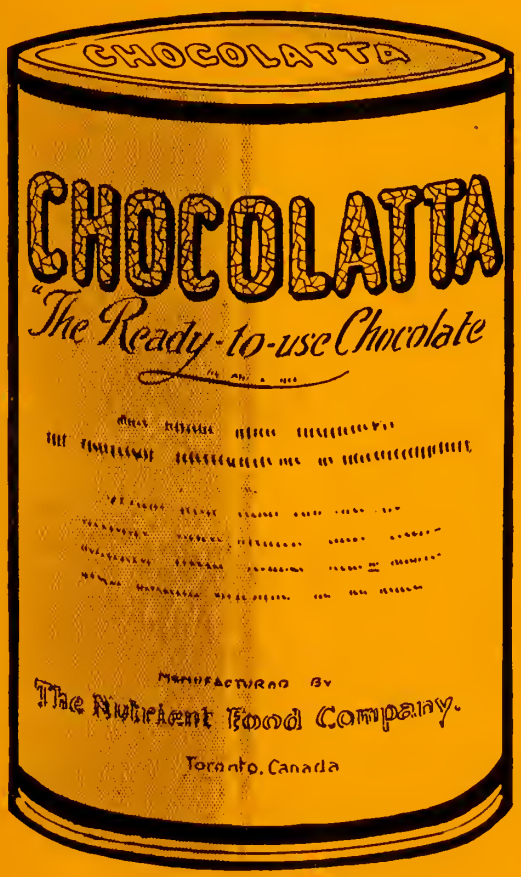
If any advertisement interests you, tear it out now and place with letters to be answered.

CHOCOLATTA

contains the Chocolate, Milk and Sugar in powder form

Prepared instantly by adding boiling water only

The wonderful success attained by this product is not because it is a pleasant drink—it is very rich in "Protein," the body building, reconstructing element found chiefly in meat.



Enormous quantities have gone to the boys at the Front where it has proved a veritable boon as the following extracts from letters show:

"What the steel helmet is to my head chocolatta is to my stomach; it sure is great."

"I lay in a shell hole, wounded, for two nights and a day with nothing to eat but chocolatta powder. I came out strong."

"Believe me, a cup of chocolatta with French bread and butter, makes a meal fit for a king."

Small size, 24 cans to the case - - $2.80 per doz.

Large (1 lb. net) 24 cans to the case - $5.50 per doz.

Retail at 30 and 55 cents.

Buy from your Wholesaler If he cannot supply you write us direct.

The Nutrient Food Co.

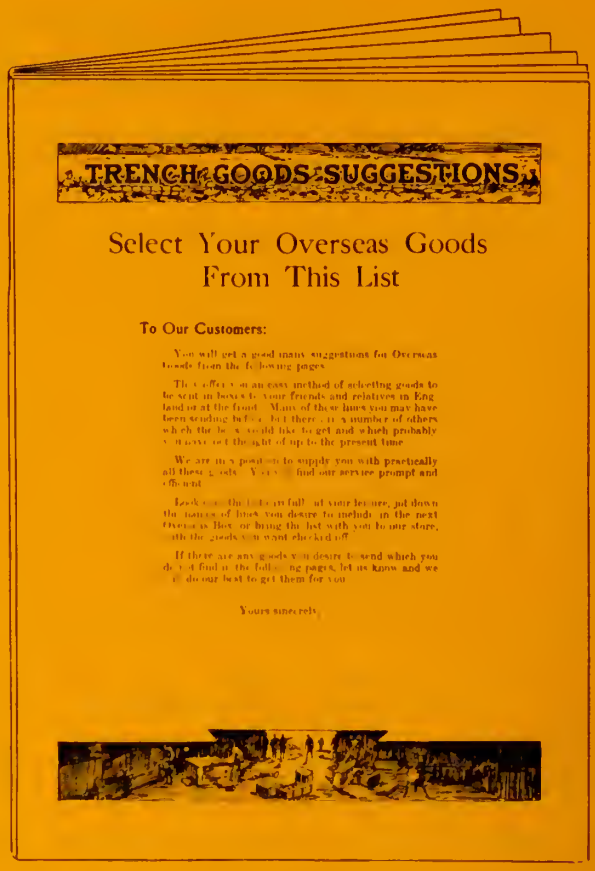
TORONTO, CANADA

If interested, tear out this page and keep with letters to be answered.

Wire your order to us for reprints of this Trench Goods Section

YOU see this picture. It illustrates the introductory page that will appear in the following Trench goods section, as it reaches you for distribution among your customers. It is

A MESSAGE to your customers from you. You can have your name signed, printed in by us; or sign it with pen and ink; or with a rubber stamp, just as you choose. This message from you is a suggestion to your customers to consult this little magazine to make up lists of goods to be sent overseas. The remaining pages will be suggestive of suitable things which your customers can buy.


TRENCH GOODS SUGGESTIONS

Select Your Overseas Goods From This List

To Our Customers:

You will get a good many suggestions for Overseas Goods from the following pages.

They offer you an easy method of selecting goods to be sent in boxes to your friends and relatives in England or at the front. Many of these lines you may have been sending before, but there are a number of others which the boys would like to get and which probably you have not thought of up to the present time.

We are in a position to supply you with practically all these goods. You will find our service prompt and efficient.

Look over the lists at full at your leisure, put down the names of lines you desire to include in the next Overseas Box, or bring the list with you to our store, with the goods you want checked off.

If there are any goods you desire to send which you do not find in the following pages, let us know and we will do our best to get them for you.

Yours sincerely,

Reproduction of your message to your customers on first page of the section sent to you.

What's It Going to Cost?

$3.00 a hundred copies, without your name printed in. If you want us to print in your name and address, then the price will be $3.50 per 100 copies. (No quantity less than 100 printed at this price).

You can distribute these among your best customers—those who have sons of their own at the front, or kindred, or friends. It will cost you 3c for each customer. You'll get back dollars probably for this 3-cent outlay.

The quantity we have available is strictly limited. Already, in response to a try-out letter, a goodly portion of the edition of 5,000 we are printing has been ordered. Fifty grocers, ordering 100 copies each, will clean the edition out.

Wire your order to-day at our expense

THE CANADIAN GROCER

143-153 University Avenue - - Toronto

TRENCH GOODS SUGGESTIONS

Plans for Developing Trench Goods Trade

"Give us some suggestions which we can pass along to our customers in connection with how boxes should be sent overseas to the boys at the front and the kind of goods the boys like to get."

THIS request as well as a number of others from readers of CANADIAN GROCER prompted us to open a special section for Trench Goods in this the Annual Fall Number.

In the Editorial Department a great many suggestions are given in regard to selling more goods for the trenches, from the experiences of a number of retailers.

In the **Trench Goods** Section that follows manufacturers present a large number of ideas and suggestions in so far as the actual goods are concerned. These pages should be very carefully read. They give the dealer many handy and timely suggestions for building up this Fall and Winter a good trade in Trench goods.

This section undoubtedly gives the most complete information about goods for overseas boxes that has ever been presented to the trade. One of its chief values lies in the fact that it can be shown to customers buying goods for overseas.

So that the retailer may make the most of it CANADIAN GROCER has printed additional copies of this Section for the use of retailers for distribution among customers who have been or may be sending goods to friends at the front. A number of retailers have already ordered a supply of these reprints. Additional copies are on hand and will be disposed of as the orders come in. Price is $3.00 per hundred copies. Name and address printed in for 50c hundred additional. Address — **Canadian Grocer, 143-153 University Avenue, Toronto**

TRENCH GOODS SUGGESTIONS

Mr. Grocer

Do you know that Kellogg's Toasted Corn Flakes, "in that familiar red, white and green package," from a food value standpoint, and by expert analysis, are one of the cheapest articles you sell?

Kellogg's Toasted Corn Flakes cost less than

¼ the price of Beef
Eggs
Chicken
Haddock

½ the cost of Potatoes
Apples
Beets
Onions

1/5 the cost of Carrots
Peaches
Oranges

1/10 the cost of Celery.

Tell your customers about it, and help them to reduce the cost of living by buying foods on their food value.

The corn situation from now until the end of the year looks serious. Do not let your stock get too low. We do not anticipate any reduction in price before the first of the year. The best Corn Flakes are Kellogg's, in the red, white and green package. Do not buy cut-rate Corn Flakes. The chances are they are stale, and they cost you a lot of money before you are rid of them.

Get the original in the red, white and green package.

They are made only in London, Canada, by the

Battle Creek Toasted Corn Flake Company,

Limited

Head Office and Factory: LONDON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

When the Christmas Boxes arrive from home

what more acceptable gift can Tommy find—than a few cans of

Reindeer Condensed Coffee

(With Milk and Sugar)

the delicious, wholesome, appetizing coffee that can be prepared in a few minutes in dugout or rest billet.

Just Add Boiling Water

Grocers everywhere should remind their customers of this fact. People will now be planning the parcels for those who are dear to them, and a Reindeer Coffee Suggestion from the dealer will be much appreciated.

Arrange now—to-day—to get a display of Reindeer Coffee into your window with a little card suggesting its suitability for overseas parcels. Then you can anticipate rapid selling and good, big profits.

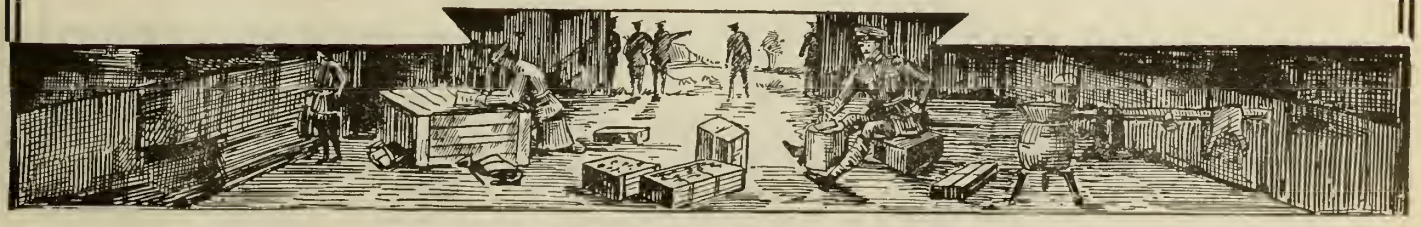
BORDEN MILK CO.

LIMITED

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



TRENCH GOODS SUGGESTIONS

For the Boys in the Trenches

"XMAS" BRAND

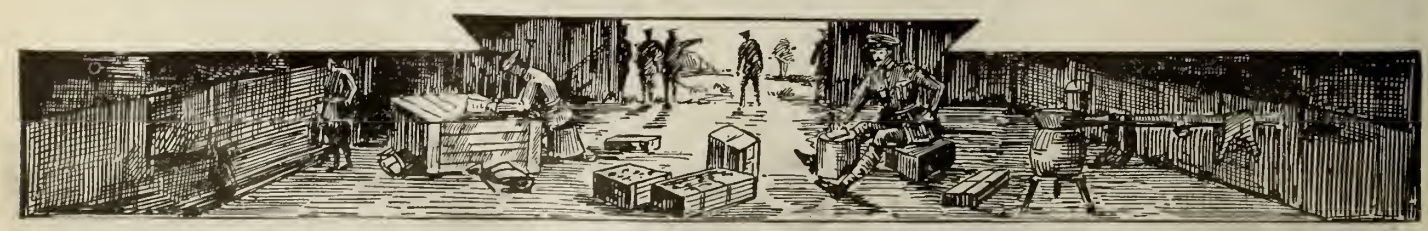
Roasted and Salted Peanuts, Almonds and Pecans

There is no better value on the market than "Xmas" Brand goods. The grocer displaying our handsome counter cartons or glass goods, as shown here, will find a steady demand.

"Xmas" Salted Nuts are hand-cleaned, roasted and salted and delicious enough to please the most exacting taste. The eye-catching packages and cartons make easy selling.

PACKED IN CANADA BY

Walter Christmas Co., Ltd., Montreal



If any advertisement interests you, tear it out now and place with letters to be answered.

Simplify the Overseas Gift Box question for your customers

Parcels promptly dispatched from factories in Great Britain will effect a great saving in cost and carriage, also time and trouble

These packages are specially prepared for us in **England and Scotland** by specialists in Food Comforts for the Army and Navy.

They comprise the following:

The "HOME MEMORIES" Series, The "LITTLE LUXURIES" Series, The "FIRING LINE" Series, The "BILLET" Series, The "TRENCH" Series, The "MESS" Series, The "SMOKES" Series. Over 60 different assortments.

Our Wholesale List, which will be mailed you on request, shows the splendid assortment of good things these boxes contain, and the net cost to you.

The following assortments, selected at random, will give you an idea of the value these boxes represent. The selling prices range from $1.10 to $29.00.

BOX NO. K 2.

To England or France.....$5.00
One 3-lb. Fruit Loaf, twelve small Fancy Cakes, 3 Scotch Shortbread, one pound Maple Rock, one pound Scotch Cream Toffee, one pound tin Bull's Eyes, one pound Block Chocolate, one tin Cream de Menthe, one pound Peppermint Drops.

NO. L 5.

To England or France.....$3.80
One tin Herrings and Tomato, 1 tin Fruit Cake, 1 tin Sardines, 1 tin Potted Meat, 1 cake Chocolate, 1 tin Peppermint Bull's Eyes, 1 tin Cafe au lait, 5 "Court Royal" Petit Dues Cigars, 2-oz. tin Navy Cut Tobacco.

NO. F 3.

To England or France.....$7.20
One tin Ox Tail Soup, 1 tin Devilled Ham, 1 tin Bloater Paste, 1 tin Potted Grouse, 1 pot Gentleman's Relish, 1 tin Melton Hunt Pie, 1 tin Roast Turkey, 1 tin Oxford Sausage, 1 tin Finest French Beans, 1 tin Christmas Pudding, 1 tin English Cream, 1 box Best Muscatels and Almonds, 1 box Dessert Almonds, 1 box Tunis Dates, 1 tin Fortmason Chocolate.

NO. L 33.

To England or France $1.25
Sixty Virginia Cigarettes, ¼ lb. Smoking Mixture, 1 Good Briar Pipe.

NO. L 35.

To England or France.....$2.65
200 Virginia Cigarettes, ½ lb. Navy Cut Tobacco, 10 Panatelas Cigars, 1 Good Briar Pipe.

NO. L 42.

To England or France.....$3.00
1,000 Woodbine Cigarettes.

Show our complete list to your customers who contemplate sending Christmas Parcels overseas. Book their orders. Send us full particulars and correct addresses and the parcels selected will reach their destinations promptly and satisfactorily.

Send now for the list and get a good show of the overseas Christmas trade.

Stewart Menzies & Co., *Manufacturers' Agents, Import and Export Merchants : : :*

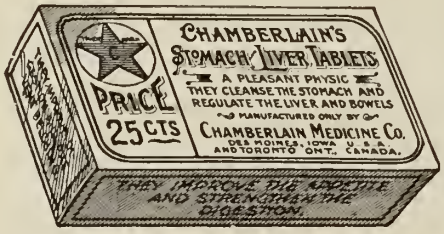
Lombard Building - 70 Lombard Street - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

Remind her to put a bottle of Chamberlain's Tablets in the Overseas Christmas Box

Chamberlain's is a standard Family Medicine with an enviable reputation for reliability. It is just the right line to recommend and a bottle or two in the Soldier's Christmas Parcel will be thoroughly appreciated.



Thousands of parcels for the trenches will be dispatched during the next few weeks and every aggressive grocer should help his customers make up their lists of good things for the dear ones overseas.

Your suggestions will be appreciated by the customers and you cannot suggest a more sensible enclosure than a bottle of Chamberlain's Tablets.

See now that your stock is ample for all requirements and show Chamberlain's in neat, eye-catching displays.

Your profits will be good.

"Say! Would you mail me a dozen Chamberlain's stomach and liver tablets —that should last me until end of war, don't you think."
Quotation from letter received this week from Sergeant serving in France.

Chamberlain Medicine Company, Limited
TORONTO, CANADA

TRENCH GOODS SUGGESTIONS

The Ideal Trench Parcel

Postage Paid to Any Point in England or to Any Soldier c/o Army Post Office, London, for delivery in France.

11 lbs. **$5.00 ALL CHARGES PREPAID** **11 lbs.**

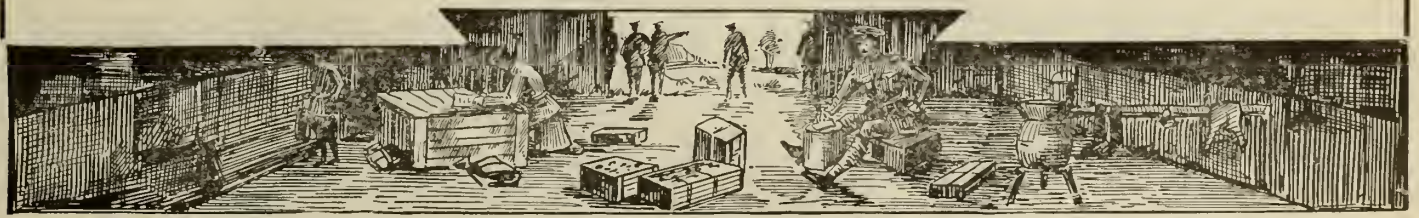
This Parcel is the result of careful study—it contains what the boys in the trenches ask for—FRUIT CAKE—CHOCOLATE—XMAS PUDDING—NUT BARS—GUM—NUTS—SHORTBREAD—CARAMELS—CLEAR CANDIES—Manufactured in our own factory—pure and wholesome—in fact as good as pure ingredients and human skill can make them. Each article is air proof wrapped and placed in a cardboard box. These boxes are carefully packed in a corrugated board container and securely sealed thus ensuring delivery in perfect condition. We have sent many boxes overseas and received only favorable comment—many letters have been received from boys at the front requesting that STUART'S boxes be sent to them.

TO RETAIL GROCERS

You can take orders from your customers giving receipt in the usual manner. On receipt of order and full address of soldier we will ship the goods overseas and if you furnish us with your customer's name we will also write him direct stating that the parcel has been dispatched. WRITE US FOR TERMS.

The Stuart Company, Inc.

173 Laurier Avenue West, Montreal



TRENCH GOODS SUGGESTIONS

A.B.C. Chewing Gum should be in every box going overseas to the boys at the front.

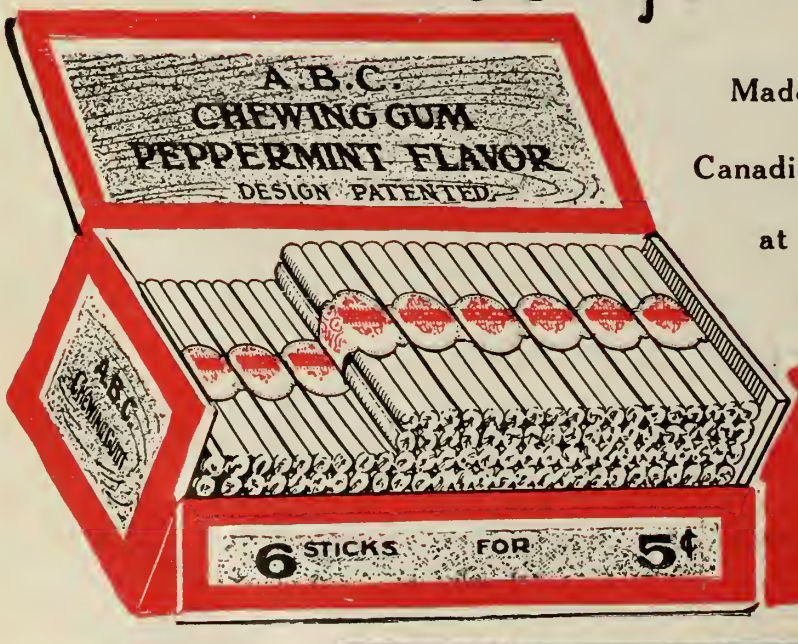
It is convenient, easily carried by the soldier, and just "the thing" he needs to sustain him on his marches and in the trenches.

6 sticks for 5 cents

5¢

A.B.C.

Chewing Gum



Made in Canada
by the
Canadian Chicle Co.
Limited
at Peterboro

56

TRENCH GOODS SUGGESTIONS

Bowes TRADE MARK PEANUT BUTTER

Bowes TRADE MARK PEANUT BUTTER

Put up in Jars and Tin Pails

Price List Sent on Request

A Treat for the Tommies in the Trenches

AND Bowes Peanut Butter is not only deliciously appetizing, but it also has great energizing and stimulating qualities.

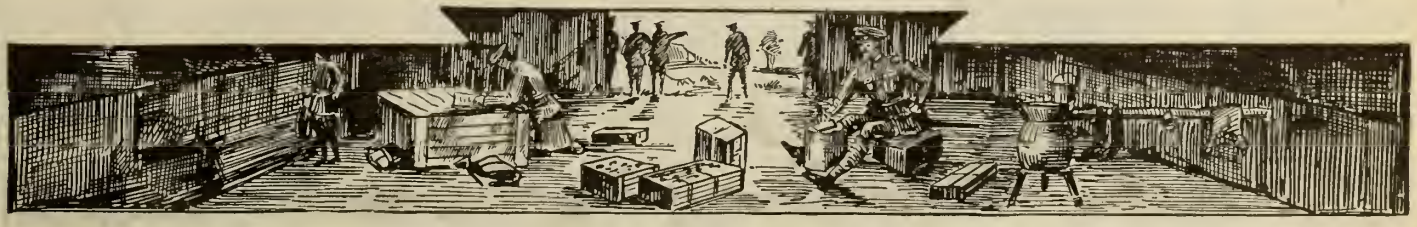
This is the kind of a treat that appeals to the soldier. It's a sensible food because it nourishes him and helps him keep in good physical trim; its a tid-bit because it has a palate appeal which no other item on his daily bill of fare can have.

And it doesn't require cooking. It spreads just like creamery butter.

The Soldier's Box is Not Complete Without It.

The Bowes Company Limited

Winnipeg, Man. TORONTO St. John, N.B.



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

A strong concentrated Chocolate specially prepared in our factory for overseas forces. It is an ideal food for soldiers subject to the trials and privations of trench life. There will be times, when food is unprocurable, that a Chocolate such as this will be a veritable life saver. It may be obtained anywhere in 5c. and 25c packages. The 25c package is specially wrapped for immediate mailing.

This Chocolate also makes a very nourishing and palatable drink when mixed with hot water. Explain this when writing to your friends.

Made by
The Cowan Company
Limited, Toronto

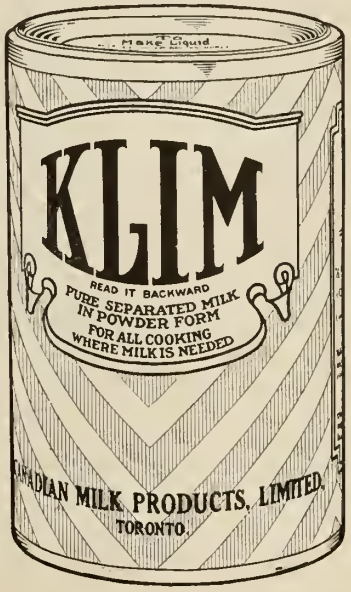
COWAN'S ACTIVE SERVICE CHOCOLATE

B-16

If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

Pack KLIM in your Christmas Boxes because milk is not included in Trench rations



Whether you make up complete Soldiers' Christmas Boxes or whether your customers make their own selections, be sure to include a pound tin of KLIM. Letters received from the boys at the front say, "Send more KLIM, it is the only milk we get."

KLIM is the one form of milk that you can safely send long distances without fear of it souring or spoiling.

KLIM is all the food value of separated pasteurized milk and nothing else—in powder form. Dissolved in water it tastes like liquid milk. It takes Ontario milk right into the trenches.

You can make many sales at a good profit and also interest many people who do not use KLIM regularly in place of liquid milk in their homes.

Now is the time to sell KLIM and get a big share of the milk business, because the high prices for liquid milk are automatically creating a demand for it.

Order From Your Wholesale Grocer

CANADIAN MILK PRODUCTS, LIMITED

10-12 William Street, Toronto **10 Ste. Sophie Lane, Montreal**

Quebec Office: Montreal, P.Q.
W. H. Escott Co., Limited, Winnipeg, Man.
Kirkland & Rose, Vancouver, B.C.
Calgary, Edmonton, Saskatoon, Regina

If any advertisement interests you, tear it out now and place with letters to be answered.

Splendid Opportunity for Retailers

SEND us your order early for reprints of this Trench Goods section. By distributing these among customers whom you know are sending boxes to friends and relatives at the front, you secure the advantage of no waste circulation. You will be able to sell them in future a wider range of goods. See page 53 for further particulars.

Canadian Grocer

TRENCH GOODS SUGGESTIONS

YOU can surely recommend the following goods to be included in boxes for the boys at the front as we have sent them to our own boys and know how they are appreciated.

CANNED LOBSTER
Patrico Brand.

CREAMED CHICKEN A LA KING
Large and Small Sizes.

SLICED CANNED PINEAPPLE
No. 1 Can.

PRESERVED STEM GINGER IN TINS

BOSTON BROWN BREAD
With Raisins.

OLIVE BUTTER, 4 and 8-oz. Jars
Delicious on Sandwiches.

CROSSED FISH SARDINES

WAVE KIST TUNA FISH

H.P. SAUCE

makes Bully Beef a luxury in the trenches.

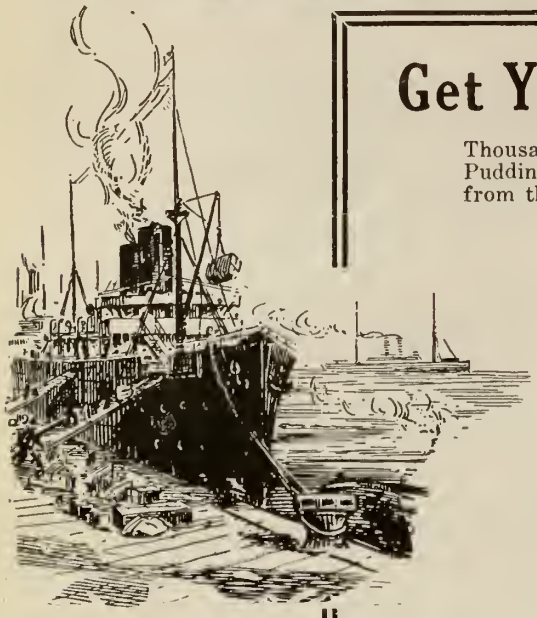
Ask the boys who have been there and tried it.

Write for Prices

W. G. PATRICK & CO., LTD., Distributors

TORONTO MONTREAL WINNIPEG NEW YORK

TRENCH GOODS SUGGESTIONS



Get Your Share of This Big Demand

Thousands of Bodley's Overseas Cakes and Bodley's Christmas Puddings will soon be on their way to the boys in the trenches from the folks at home.

Dealers should make a point of drawing their customers' attention to the suitability of

Bodley's Overseas Cakes and Christmas Puddings

for this purpose. They are made up specially for Overseas—the Cake in 1-lb. and 1½-lb. tins, and the Pudding in 1-lb. tins.

We are creating the demand by lively consumer advertising. Will you profit by it?

C. J. Bodley, 95 Ontario St., Toronto

Y & S STICK LICORICE

48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

A comforting Trench companion for the boys "out there."

NATIONAL LICORICE COMPANY
MONTREAL

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer
143-153 University Ave., Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

What Three Canadian Brothers Fighting in France Write to Their Parents

From Letters of three Canadian brothers fighting in France.

"Thank you very much for parcel No. 903 which I go yesterday. The cake was fine and in the best of condition, also the chocolate which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The "Populars" are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark & Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here as we are now in the line or near it. There is little chance of us being always calling on the rations and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier is prepared to serve himself a good cup of coffee wherever water is available, either hot or cold. It dissolves instantly in either. A 90c can will provide the soldier with coffee three times a day for thirty days.

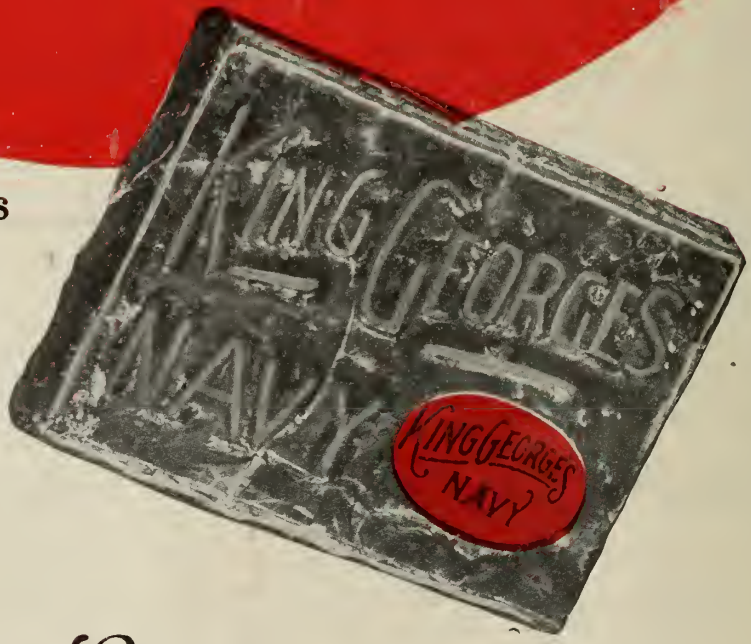
No Coffee Pot No Boiling No Waste No Spoiling

It is delicious even without milk and sugar. It will relieve fatigue and the tried and tired nerves. Please suggest it to be included in the packages being sent to the Front.

If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

KING GEORGE'S NAVY



Take this tobacco business

Here is business being coaxed to your door.

Many men with appetites whetted for King George's Navy Plug Chewing Tobacco.

These men have read in their own newspapers of the rich, full flavor of this choice chew.

Everywhere billboards remind them of "King George's Navy."

Naturally, they want none other.

They come to you—profitable, steady, friendly business at the cost of no effort.

Can you supply them?

MASTER MASON **ROSE QUESNEL** **LONG TOM**

The three good Rock City Brands of Smoking Tobaccos. All with natural flavor and constantly increasing popularity—all extensively advertised.

The Rock City Tobacco Co., Limited.

If any advertisement interests you, tear it out now and place with letters to be answered.

Make a daily display of The Premier Saline Aperient

"KKOVAH"
HEALTH SALT

Everybody likes Kkovah. Its sparkling, healthful deliciousness appeals to all. A teaspoonful in the morning purifies the Stomach, Liver and Blood, and puts added energy into every part of the system.

Show Kkovah constantly and your sales and profits will quickly grow.

Another excellent selling line that every good grocer should carry is

"KKOVAH"
CUSTARD POWDER

This Custard Powder produces perfect results without the use of eggs—an important point just now, owing to the high cost of the latter.

Housewives who buy Kkovah Custard Powder once will buy it right along. And every sale gives you a sizeable profit.

See that you are well stocked and start things going with a display on your sales counter.

Maclure and Langley, Limited

Montreal TORONTO Winnipeg

—as fresh and clean as a breeze from the sea

From one end of the Dominion to the other people are thinking deeply on the food question.

The Government is preaching throughout the land the food value and economy of fish.

Take advantage of these two facts. They can be turned into sales of Brunswick Brand, the Perfect Sea Foods.

Preach Brunswick Brand Cleanliness and Convenience.

Brunswick Brand Cleanliness is real and it is sure and certain.

Only the choicest of freshly-caught fish goes into Brunswick Brand tins, and from the moment it comes into the factory until it is served on the tables of your customers this fresh, clean fish is absolutely protected from contamination of any kind.

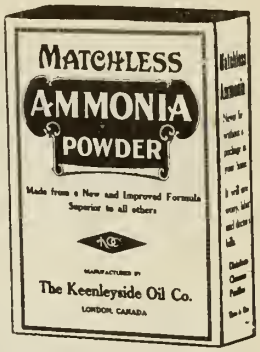
Brunswick Brand Sea Foods are fully prepared—ready to eat. This is sea food in its most convenient form. No fuss, no muss—just open and serve.

The advantages of "Brunswick Brand" are so obvious that a mere reminder of them will help sales.

Connors Bros. Limited, Black's Harbour, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

No advance in the price of Matchless Ammonia Powder



We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."

"For Mother!"

You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat.

Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best* and *Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

McCormick's JERSEY CREAM Sodas

Quality Sells Quantity

McCormick's Jersey Cream Sodas have broken all records in Biscuit popularity and the demand is steadily increasing. This widely advertised trade-marked staple is one of the most profitable lines you can carry.

McCormick's Jersey Cream Sodas contain more actual food value than white, brown, graham, whole wheat or rye bread. Mention this fact to your customers and it will lead to more sales—and profits for you.

McCormick Manufacturing Company, Limited

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits

WETHEY'S
Orange Marmalade

The recognized
standard of excellence.

No High-Class Grocery Stock is Complete Without It

Packed in Canada's
premier "day-light" food plant.

Buy from your jobber.
If he cannot supply you—then write us.

J. H. Wethey, Limited
St. Catharines, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

White Swan Cereals

Quality Counts—Costs More—Worth It!

FLAKED WHEAT. WHITE SWAN is the highest priced Flaked Wheat on the market—and the cheapest.

To the ordinary man wheat is just—wheat, but if you stop to think, there is a vast difference between the kind of wheat you buy in the open market and the kind that we buy for milling purposes. We use nothing but the very choicest Ontario white winter wheat, and not only every load, but every bag, is carefully examined by our miller before it is taken into stock. This is thoroughly cleaned and pan-dried before it is passed on to the Flakers.

The wheat is then prepared under a special process which retains the full value of the whole-wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

EVERY BARREL GUARANTEED

WHITE SWAN CEREALS have been awarded Gold Medals, Diplomas, Testimonials and Recommendations at International Expositions in Europe, Canada and United States.

Send us your order for anything in the following list. Owing to fluctuations in the cereal market prices are subject to continual change—prevailing quotations will be supplied upon request.

Flaked Wheat
Barley, Pearl
" Pot
Cornmeal, Gold Dust
Flour, Buckwheat
" " (Self-Rising)
" Biscuit (Self-Rising)
" Corn
" Diet
" Graham
" Pancake (Self-Rising)
" Rice
Flour, Rye
" Wholewheat
Meal, Brose
" Rye
Oats, Rolled
Oatmeal (Standard or Granulated)
Peas, Split
" Flaked
Rice Flakes
Wheat Kernels (Fine or Coarse)
" " Energy
" Cracked

Packed in bags or barrels. We prepay freight on five bags or equivalent.

You know us—you know our methods—you know that WHITE SWAN is your "Surity of Purity," and our money-back guarantee permits you to return at any time any WHITE SWAN goods that are not found entirely satisfactory.

We know our goods and want none but satisfied customers.

WHITE SWAN SPICES & CEREALS, Ltd., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Meatless Day Suggestion

Simcoe Pork and Beans contain a greater amount of nutrition than most meats; they make the ideal substitute for meat on meatless days. Suggest

SIMCOE BRAND PORK and BEANS

(With Tomato Sauce)

to your customers.

WE have just completed the installation of a most modern plant for the refining and packing of SMALL'S BRANDS, Molasses, Syrup and Maple Butter exclusively.

Plant is located 85 to 115 Parthenais St., part of which was previously occupied by Sugars & Canners.

You are doubtless familiar with the fact that SMALL'S BRANDS have been long on the Markets of the World as being STANDARD (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

SMALL'S BRANDS are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling SMALL'S BRANDS are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on SMALL'S BRANDS from your jobbers.

Address all communications to

SMALLS LIMITED

101 PARTHENAIS STREET - - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Cream of Tartar

10 cwt. casks crystals—300 lb. bbls. powdered. Prices advancing and imports difficult to procure.

Tartaric Acid

224 lb. bbls. crystals or powdered.

Citric Acid

112 lb. kegs crystals or powdered.

Castor Oil

4 cwt. bbls. or cases of two tins, 40 lbs. each (80 lbs. per case).

Glycerine

10 cwt. drums—5 cwt. drums—2 tin cases (56 lbs. each)—1 tin cases (56 lbs. each).

Borax

Crystals or powdered, 300 lb. bbls.

B. & S. H. THOMPSON & CO.

LIMITED

MONTREAL

ESTABLISHED 1790

Branches at TORONTO, WINNIPEG and NEW GLASGOW, N. S.

If any advertisement interests you, tear it out now and place with letters to be answered.

THIS MODERN, SANITARY FACTORY AND REFINERY IS DEVOTED ENTIRELY TO THE MANUFACTURE OF

CHARBONNEAU'S
BISCUITS
CONFECTIONERY
CHOCOLATES

IMPERIAL and SUNSHINE Table Syrup
IMPERIAL Maple Cream Butter

Our Prices are right.
Write for our price list.

CHARBONNEAU LIMITED

Office and Factory:

330 Nicolet Street - MONTREAL, P.Q.

If any advertisement interests you, tear it out now and place with letters to be answered.

"Yes, Madam, it's fresh. It is sealed with the Anchor Cap"

WHEN you hand a customer a jar of jam or jelly or pickles sealed with an Anchor Cap you can be sure the contents are just as fresh as the day they were packed. This because, being absolutely air and liquid-tight, the Anchor Cap allows the product to retain its flavor and purity.

AND, besides, the attractive appearance of this reliable seal always keeps a stock moving rapidly and prevents loss through spilling, leaking or other forms of spoilation.

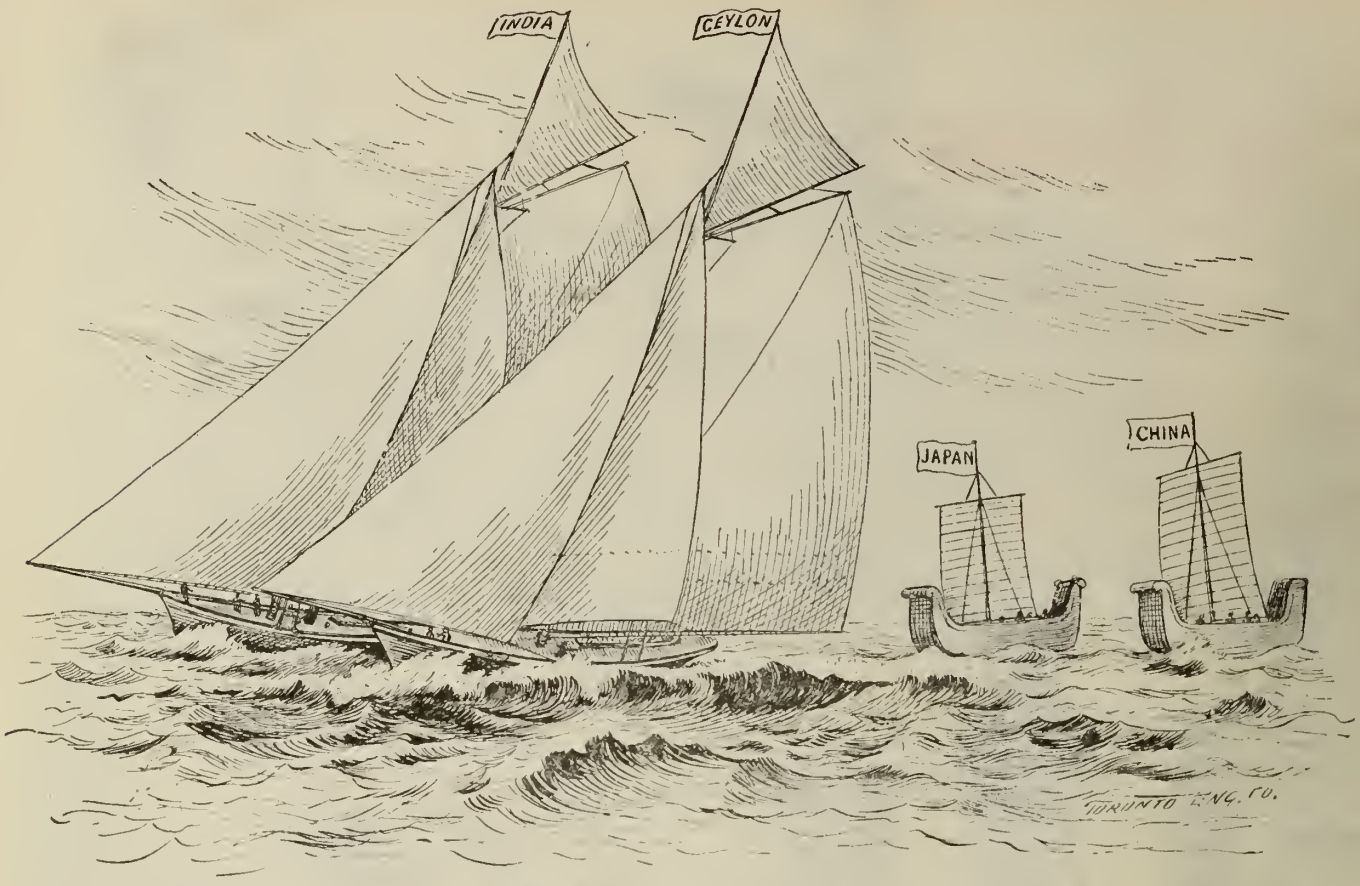
See that the Anchor Cap is on your next stock of jams, jellies, marmalades, etc. They'll sell better.

PACKERS. Wouldn't your product look better and sell more readily if you used the Anchor Cap? Let us demonstrate in your own factory.
Correspondence welcomed.

Anchor Cap & Closure Corporation of Canada, Limited

50 Dovercourt Road, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



It Was In 1874—Just 43 Years Ago

that we commenced the business of importing Teas and Coffees to Canada from the far-off countries where these leaves and berries are grown.

During these 43 years we have specialized in

TEAS and COFFEES

To-day we are carrying over 140 grades of Tea in store, and can suit your requirements, no matter what the demands of your trade.

Our long experience in the successful buying and blending of Teas and Coffees warrants us in pursuing our well-known policy of

SATISFACTION GUARANTEED OR RETURN AT OUR EXPENSE.

TEAS

Expertly selected range of Ceylons, Indians, Japans and Chinas,—black and green. You can reap better profits and at the same time make your store distinctive by featuring selected bulk teas.

COFFEES

Finest cup selections of Java, Mocha, Bogota, Maricaibo, Ceylon, Mexican, Santos, Jamaica, Rio, fresh roasted daily. It is worth your while to buy right and get the Coffee trade of your town.

Write us to-day for Samples and Prices.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St. ESTABLISHED 1874 **Montreal**

New Eureka Cold Storage Counters and Refrigerator in Tom Brown's store, St. Clarens Avenue, Toronto. See further description in editorial pages in this issue.

Have a Store Like This

Eureka Equipment will make your store just as attractive looking and just as sales-compelling as the one illustrated here.

People like to come into a store that's equipped with up-to-the-minute fixtures. The appearance of the place attracts them, and they like to deal in such a place regularly.

Therefore is it false economy to defer the installing of Eureka Refrigeration and Display. The increased business that such equipment will attract will soon cover their cost over and above.

Every Grocer should have a

Eureka Odorless Fish Cabinet

It will make fish-selling easy, pleasant and very profitable. Ice consumption is reduced to a minimum, and the cold water below ice retains every bit of odor. No drain connection or sloppy floor pan required. Can be moved from place to place in your store on its own castors.

The best fish cabinet on the market at any price.

We'll give you full particulars of the Eureka System if you'll just drop us a card. No obligation.

Eureka Refrigerator Co., Ltd.

Showrooms: 11 Colborne St., Phones M. 2484 and Park. 513
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

DA COSTA & CO'S

Barbados Extra Fancy

MOLASSES

Noted for its purity, high quality and delightful flavor.

Take no chances on other brands said to be just as good, but insist upon having

DA COSTA'S

the brand of proved quality. The price is no higher than for other brands.

Agents: West India Company, Limited, Montreal

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED

CORISTINE BUILDING, MONTREAL

SUGARS, MOLASSES, SPICES,
COCOA, COFFEE, COCOANUTS, Etc.

We represent chief business houses of Demerara, Barbados, Trinidad, Jamaica, St. Kitts, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and inquiries for all descriptions of West India Produce.

EUROPEAN DEPARTMENT

We also beg to call attention to our *EUROPEAN DEPARTMENT,* which is in close touch, through our Liverpool House, with English, Continental and Asiatic markets.

We can usually quote attractive prices on shelled and unshelled Walnuts, Peanuts, Almonds, and all Nuts for Confectionery purposes. Muscatels and Grocery specialties of all kinds.

We solicit inquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Season Now Open

These Chilly Mornings Create the Demand

It is profitable to get the Housewife to place Standing Orders for Delivery on certain days each week.

"THE DATED PACKAGE"

"THE BEST MADE"

See our Salesman or Write Direct for Particulars of Weekly Shipping Plan.

Swift Canadian Co.
Limited

Toronto Winnipeg Edmonton

If any advertisement interests you, tear it out now and place with letters to be answered.

Get big Western business through these hustling wholesalers

If you want good, live representation in the West you cannot do better than link up with this organization. We buy and import for the undermentioned wholesalers,

Groceries and Green Fruits

The wholesale firms whom we represent, as listed below, have all an aggressive sales force who get results. Please note we have one or more representative houses in every city of any commercial importance in Alberta, Manitoba and Saskatchewan.

Mutual Purchasing Company, Limited

E. NICHOLSON, General Manager

401 ROSS AVENUE - WINNIPEG, MANITOBA

We Invite Correspondence from Manufacturers and Shippers.

WHOLESALE GROCERY HOUSES

Alexander Grocery Co., Ltd.	Camrose, Alta.
Brandon Grocery Co., Ltd.	Brandon, Man.
Camrose Grocery Co., Ltd.	Camrose, Alta.
Crown Grocery Co., Ltd.	North Battleford, Sask.
MacLean Grocery Co., Ltd.	Regina, Sask.
Medicine Hat Grocery Co., Ltd.	Medicine Hat, Alta.
Moose Grocery Co., Ltd.	Moose Jaw, Sask.
Red Deer Grocery Co., Ltd.	Red Deer, Alta.
Simington Co., Ltd.	Calgary, Alta.
Swift Current Grocery Co., Ltd.	Swift Current, Sask.
Weyburn Grocery Co., Ltd.	Weyburn, Sask.
Yorkton Grocery Co., Ltd.	Yorkton, Sask.

WHOLESALE FRUIT HOUSES

Acme Fruit Co., Ltd.	Calgary, Alta.
Bright Emery Co., Ltd.	Winnipeg, Man.
Canadian Fruit Co., Ltd.	Moose Jaw, Sask.
Early Fruit Co., Ltd.	Saskatoon, Sask.
Kerrobert Merc. Co., Ltd.	Kerrobert, Sask.
Lethbridge Merc. Co., Ltd.	Lethbridge, Alta.
Northern Fruit Co., Ltd.	Saskatoon, Sask.
Pioneer Fruit Co., Ltd.	Brandon, Man.
Portage Fruit Co., Ltd.	Portage, Man.
Prince Albert Fruit Co., Ltd.	Prince Albert, Sask.
Rex Fruit Co., Ltd.	Moose Jaw, Sask.
Rogers Fruit Co., Ltd.	Winnipeg, Man.
Royal Fruit Co., Ltd.	Edmonton, Alta.
Sterling Fruit Co., Ltd.	Winnipeg, Man.
Stockton Mallinson Co., Ltd.	Regina, Sask.
Walker Fruit Co., Ltd.	Weyburn, Sask.
Lloyd Fruit Co., Ltd.	Regina, Sask.
Mitchell Fruit Co., Ltd.	Calgary, Alta.
Brown Fruit Co., Ltd.	Edmonton, Alta.

Again we emphasize the importance of the ASSAM Quality of Red Rose Tea

ASSAM teas are the richest and strongest in the world—and it is because Red Rose consists chiefly of these teas, skilfully blended by experts, that it has—

a flavor distinctive and delightful;

a rich strength that satisfies;

an economy that means less tea required in the pot.

Red Rose Tea is "The War-Time" tea—it combines Quality and Economy in the same sealed package.

It is a trade-builder and a sure profit-earner.

T. H. ESTABROOKS CO., Limited

St. John Toronto Winnipeg

You will Save Money

by sending us your orders. Our Price List, on the face of it, quotes you lower prices than any other house. In addition, we allow an extra 4 per cent. discount of non-combine goods, if your account is paid by 10th of following month.

PLEASES YOUR CUSTOMERS, PROFITS YOU.

Per Dozen

6 oz..	$1.00	16 oz..	$2.00
8 oz..	1.20	2½ lb..	4.70
12 oz..	1.65	5 lb..	8.50

5 c/s lots less 10 and 3%
10 c/s lots less 15 and 3%

We handle highest quality goods, and never sacrifice quality for price. Read our Price List carefully.

Compare our prices with those asked by others and you will find you will save money by mailing your orders to

THE PERFECT YEAST

Best quality on the market and the best money maker for you.

Per 3-dozen Box
$1.00
Less 3%.

Macdonald-Chapman, Limited

WHOLESALE GROCERS WINNIPEG

Connections: Fort William, Moose Jaw, Saskatoon, Swift Current, North Battleford, Edmonton, Fernie, Nelson, Vancouver.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

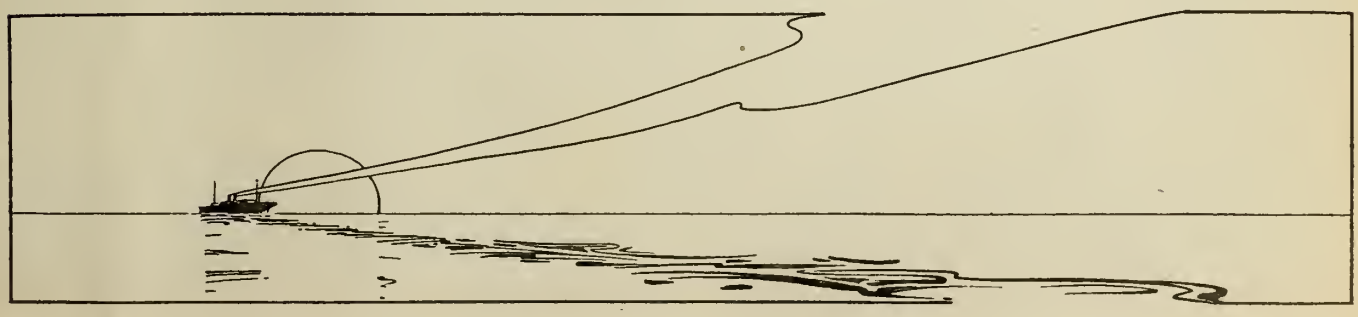
Vol. XXXI. TORONTO, OCTOBER 26, 1917 No. 43

THE PURPOSE OF THE FALL AND WINTER NUMBER

WITH the present issue, CANADIAN GROCER presents another in its long series of Fall and Winter numbers, which we trust have been found of service to the trade. The idea behind these important numbers is essentially one of service to the retailer. Spring and Fall each present their separate problems, problems that are of outstanding importance. It is the idea, therefore, to make these numbers a book of reference that the merchant can keep near him at all times. This has been the object of the editorial staff in preparing these pages, and in so far as they are not only interesting for the moment but of value over an extended period, this object will have been accomplished.

The present era is one of unusual conditions. World changes have swept aside many long-established ideas and activities, and in their place have come other ideas and other activities the outcome of the needs and opportunities of the hour. It is on some of the most outstanding of these dawning opportunities that special stress has been laid. In that direction, we believe, there lies for the merchant the prospect of success in these days of change.

It has been the effort of the staff to provide suggestions not only for the employer, but for the whole staff of the store. Might it not be the part of wisdom for the employer to discuss these matters with his staff? Perhaps from such discussions would grow a business hitherto undreamed of. That this is so, or may be so, is, we believe, a sufficient indication of the need of just such issues as the present.



The winner of First Prize in Class A of the Canadian Grocer's Christmas Window Competition. The display of W. V. Wesbter, Trenton, Ont.

More Dollars from the Christmas Trade

Preparing For the Holiday Season Business Well in Advance—A New Class of Customers Has Arisen—How Conditions Have Changed the Christmas Trade.

FOR the past few years, in fact, since the war began, there has been a general feeling as the Christmas season approached that there wasn't much to be expected from the Christmas trade, that prices were high, and people were not able to buy. Every year these gloomy forebodings had to be discarded before the Christmas season had well advanced, but every year they have come to life anew. There is a certain semblance of reason for these suppositions. There are unquestionably many people who in former days bought recklessly at Christmas time, who have curtailed their expenses, but in their place there has come the working man as a new feature in this special trade, and this new factor has every year saved the situation and given the grocer a brisk Christmas business, despite his forebodings.

Now there is no reason to expect that conditions will be otherwise this year. The working man is still here with his comfortable salary, and he is going to be a very decided factor in the Christmas trade this year. Moreover, the working man is not buying the solid necessary goods that were supposed to be his daily fare. He is buying everything, and all the specialty lines, the luxuries, and the Christmas novelty lines come under that head.

This being the case, it behooves the merchant to plan his Christmas business with more than usual care. Some of the old sources of supply are closed to him and he will have to seek elsewhere. Some standard lines that he possibly may have featured in the past are no longer obtainable, owing to conditions incident upon the war. He must know these things and be ready to provide the necessary substitutes. He should be posted early on the market conditions of all lines that will come into this Christmas business. Most grocers have in the past made quite a feature of lines used in the Christmas baking. This department should be more strongly featured than ever. Many people who were accustomed to buy English pudding and cakes will be compelled this year to do without them. This is an effective argument to be used in the sale of Canadian-made puddings and cakes. But the Christmas baking should come in for special attention this year. Owing to the higher prices of goods, more people than ever before are doing their own baking. There is thus a fruitful field for extra sales of staple products—flour, sugar, baking powder, flavoring extracts, cream of tartar, dried fruits and raisins, candied peels, and the whole line of goods that go to the making of the Christmas delicacies.

The Special Christmas Lines Should be Given Prominence

But, aside from this trade, there are many other lines that should be given prominence. Many of the Christmas delicacies came from across the water and are no longer available, but manufacturers here have met this difficulty by adding to the list of products that are produced on this side of the water. Such things as Christmas wines, canned and bottled fruits, high-class confectionery fruits and biscuits, nuts, dates, figs and similar lines should be strongly featured. There is a larger class of buyers for these goods than there has ever been, and it is the dealer's opportunity to make this season's trade a record one.

Catering to the Men's Trade

Men Are the Best and Most Lavish Purchasers, and Their Business is Worth Having—Encourage Them to Come, by a Display of Interest in Their Needs—How Featuring the "Cigars by the Box" Movement at Christmas Aids in Building Sales.

IN many grocery stores there is growing up quite up quite a satisfactory trade in cigars. There is a good demand for these goods from the grocer as well as from other sources. The unfortunate part of the matter is that some grocers are actually letting this trade go elsewhere. Now there is no reason in the world why the grocery store should not be one of the most satisfactory mediums for the sale of these goods. Moreover, it would be for the benefit of the store. The average grocery store makes comparatively little bid for the actual trade of the men. Yet it is an established fact that the man's trade is the best paying trade there is. The man as a rule is not bound by an allowance, and when he sees a thing that appeals to him, he is rather inclined to buy it without figuring what the cost may be. Now that may not be a good system, but it means that the grocer will have a market for many fancy lines that might otherwise waste. It means moreover that the man of the household will have a more definite interest in the store, a thing that is of unquestioned advantage.

Something For the Men

The merchant who wants this trade, must do something to foster it. A well placed show case featuring cigars will induce many a man to buy who would not otherwise think of doing so. This has been found the case by many merchants in different parts of the country, who have built up quite a brisk business in featuring these goods.

The Cigar Business for the Grocer

Then there is another viewpoint. At Christmas time a box of cigars is one of the best known of goods. The box of cigars that the wife gives to her husband has been the subject of jest in the comic press ever since the first cigar was smoked. Well why should it be a joke? Why shouldn't the wife be able to purchase cigars intelligently? Mainly because she is densely ignorant of the subject, and has no one to assist her. The grocery store is her natural purchasing place, and if the grocer were able to suggest such a gift, and was able to tell her just what variety of cigars her husband preferred, or which he would probably prefer, then this hoary joke could be relegated to the scrap heap, and the grocer could build up a substantial additional business.

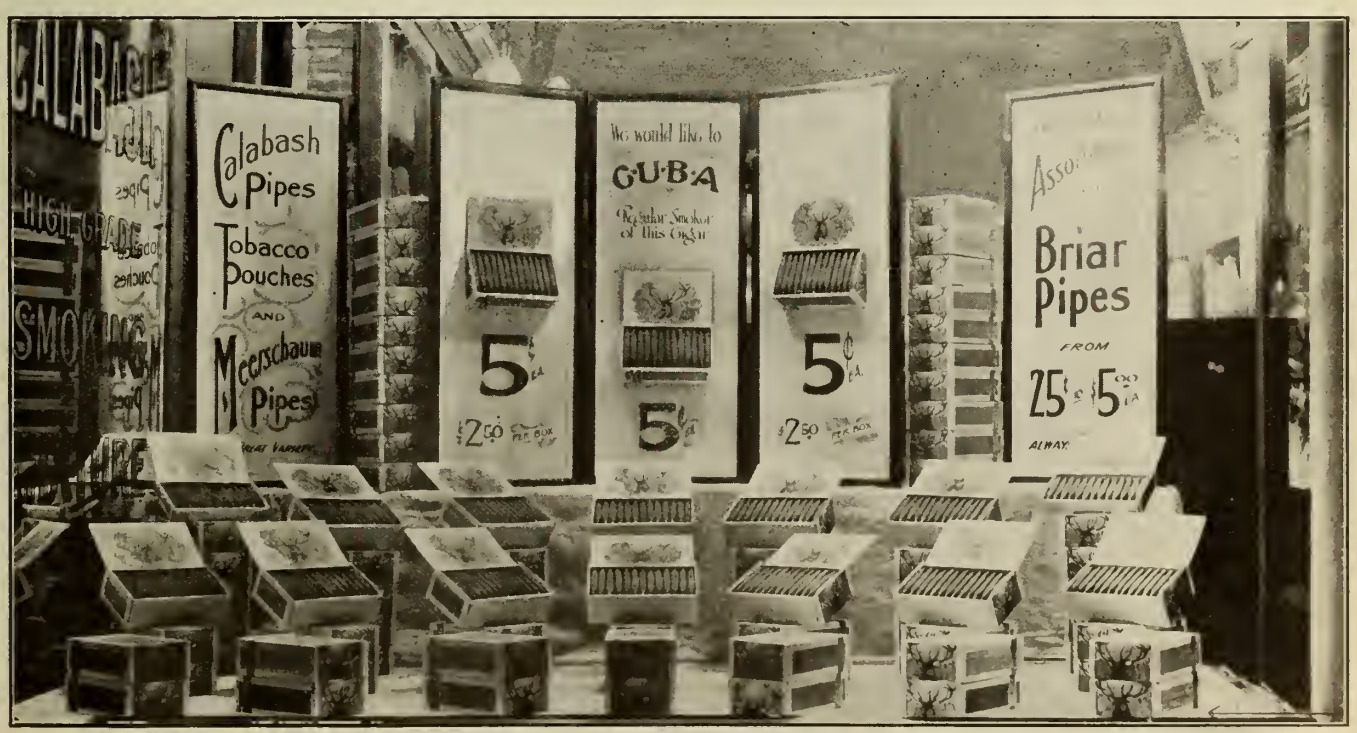
There is a Western Ontario grocer who always about Christmas time dresses a window with cigars. That gives the public the idea that he keeps these lines, and suggests that these would be good Christmas presents for many different persons.

Several merchants that have attracted the attention of CANADIAN GROCER have had small boxes of cigars packed for them, in a suitably attractive Christmas package, and inscribed with their own name. This has been found to be a most successful device, the recipient naturally noting the name of the store and in many instances turning his business that way.

Special Boxes for Xmas. Trade

In a picture of the Limoges Bros. store, Montreal, that appears on another page of this issue there is shown the silent salesman that is always full of a good assortment of cigars and smokers' needs. Not merely the cheap cigar, be it noted, but the finer grades as well. J. A. Debien of Montreal also do a substantial business in this department, and carry a very fine display of these goods. Michies, Toronto, have a special department set apart for the exclusive display and sale of smokers' requirements.

This is a paying line, and one that the grocer might well consider. It needs a certain amount of care, but any merchant with a spare display case can feature these lines satisfactorily. All that is needed is a moderate degree of moisture, and this is easily maintained in any closed show case. This business is an appeal to the men, and as such it would add a new element to almost any business.



A simple and effective cigar display; one that would be a trade-getter for the Xmas season.

Trench Boxes the Year Round

A Profitable Trade for the Grocer—Getting the Men's Trade is Found Business — Suggestion of Lines to be Sent and Something Regarding Regulations for Sending.

THREE years of war have come and gone, and the fourth is on its way, and all the time, beyond seas, Canada's army of sons and brothers has been growing. It is true that dotted over the plains of Flanders are pathetic cross-marked plots that mark that "last full measure of devotion" that Canada's sons have given to the cause that they believed to be right. Dotted over France and England, too, are hospitals, where lonely lads are waiting eagerly for a word from home. Dotted over Germany are noisome prison camps, where Canadian boys are waiting for the war to cease, while along the shell-swept battle front there are Canadian boys enduring cold and discomfort, and pain and loneliness in order that liberty shall not perish from the earth.

There, in the far fields of France and Belgium, and even Germany, our uttermost outposts are, and it is well for us to remember this fact, to keep in mind the boys who are away from home, to provide for them the little comforts that will aid in making the life out there somewhat easier, that will be a bond to hold them through all the blood and suffering to their homelands and the folks at home.

The Task of the Grocery Trade

In this great task the grocery trade has a work to do, and a work that will result to their own profit. Unquestionably, and rightly so, there will be a profit; but there can be at the same time a service that will rob this profit of anything resembling selfishness. It is the grocer's great chance to sell more than goods—to sell with them service and understanding and sympathy; to know that, while he is doing business, he is not doing it from an entirely self-interested standpoint, but is doing something to help other folks to make the lives of the boys across seas more bearable.

Some dealers in the past have done a little of this business at Christmas time, and have forgotten about it for the remainder of the year. Others still have done nothing, and have let their customers buy such goods at their store as have seemed to suggest themselves, and have done nothing to help. In this way they have not only thrown away the opportunity to make sales, but have also thrown away the opportunity to be of service, to render the kind of service that people remember. Which is the most serious blunder it would be hard to say.

For Christmas and for all the Year

The Christmas trade for the trenches is a great item, and deservedly so. We in Canada have always made Christmas a great day. The boys out there will be remembering other Christmases, and it would be a shame if something were not done to make this one day a little different from all the other mud-colored days of the year. Christmas is, of course, the great day, and the dearest day. But it is not the only one. This service for the trenches should be the thought of the merchant throughout the whole year. It should be his idea to keep it before his customers, because people, even those who have friends and relatives at the front, grow careless and need to have their attention drawn to this matter ever and anon.

Catching the Men's Trade by Making Things Easy

Then, too, almost all men have some intimate friend over in France, and would gladly do something to add to his comfort. But men are careless beings; more so than women; and to get the man's trade the grocer must prepare to go after it, not by any personal canvas, but by drawing the matter forcibly to his attention. When he passes the store smoking his after-dinner cigar, he would be open to the suggestion of a box of cigars or cigarettes to be sent to the friend in France. But the appeal must be direct. The man is not likely to go to the grocery store to purchase a box of cigars for such a purpose, but if in passing that window there is called to his attention the fact that such goods can be sent to France, and that there are easy ways of doing it, he will be interested; and it is to be sadly remembered that it is this little difficulty of packing that has done more to stop the sending of parcels than all other causes put together. Therefore, to catch the patronage of the man, the ideas must be suggested, the knowledge that all the trouble of wrapping and sending will be obviated must be assured. Probably the man will enter the store to purchase his box of cigars or cigarettes. If the merchant lets it go at that, the sale will end there; but if the merchant is able to point to a show case containing lines of goods suitable for filling just such boxes as he provides, or can outline the list of things most generally sent, he will probably receive a full order.

To get that trade, the merchant must cater to it. He must assume most of the responsibility, but in return he gets business that is "found" business. It is a sale actually created, for without his creative force the sale would probably not be made.

Postal Regulations on Parcels to France and England

One of the chief services that the grocer can give to his customer is in suggesting lines of goods suitable for boxes for the soldiers, and here it must be remembered that there are certain postal restrictions.

For parcels to be sent by parcel post, the limit for France is 7 pounds; on parcels from one to three pounds the rate is 24 cents, and on parcels from three to seven pounds the rate is 32 cents. Parcels for England, on the other hand, have an 11-pound limit and a rate of 12 cents a pound.

It should be remembered, too, that parcels intended to arrive by Christmas should be sold and away by the 1st of November.

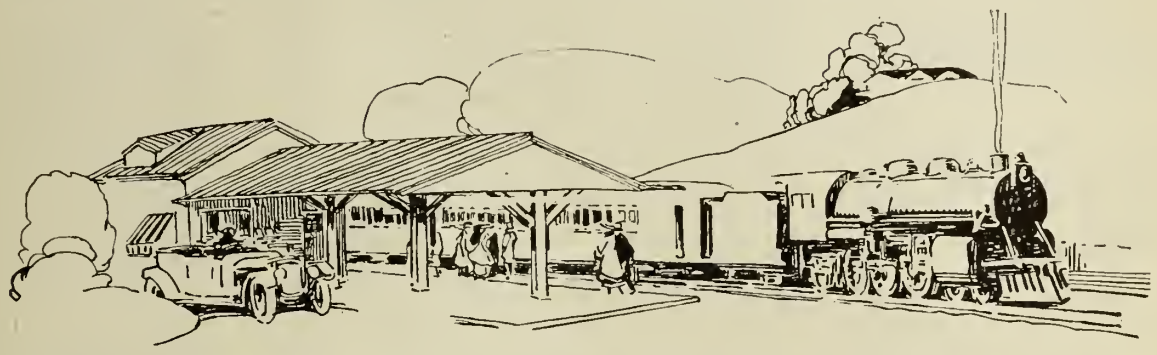
The Kind of Goods to Send

Now just a word about the sort of things that are especially required. Generally speaking, there is little of the grocer's stock that would not be acceptable. The soldiers at the front and in England get plenty of good wholesome food, but it is the monotony of the diet that palls. Anything, therefore, that is a change from the staple food may be recommended.

Soups and broths are among the things most generally asked for; after that, candies—hard candy and chocolate especially—salted nuts, cakes, tinned fruits, dried fruits, biscuits, cocoa, prepared coffees, and milks; relishes of all sorts, canned meats and fish; candles also are in great demand; curry powders, chewing gum, lime juice—these and many other lines from the grocer's stock, limited only by the size of the package, will also be appreciated. Then there are cigars, cigarettes, tobacco, pipes and all the paraphernalia that goes with them, soap, tooth brushes, tooth powder, insect powder, sponges, writing paper and envelopes, pen nibs, pencils, toilet paper, and health salts.

The list might be continued indefinitely, but these suggestions will be enough to give an idea as to what kind of things are in most demand. If the merchant does not have them all in stock, it is easy for him to procure them from some neighboring merchant.

Above and before all, keep the trench goods department to the fore throughout the whole year, for the sake of the boys in the trenches, for the sake of the feeling of mutual interest engendered between the merchant and his customer, and for the sake of the good business that will result therefrom.



Drawing Trade with a Trench Container

Bulk Display of Trench Boxes a Telling Scheme — Featuring Trench Goods in the Store—Drawing New Customers by This Service.

A GOOD many merchants have in the past featured the idea of providing goods for the boys in the trenches, but unfortunately they made little or no provision for the shipment of these parcels. If they had a stray box that could be used, they used it, but in the greater number of cases the sender was more or less left to his or her own devices in looking after this matter for themselves. Of course there were firms who had systematized this business and thought out practically all the difficulties, and had endeavored to meet them, but the majority left the matter more or less to chance.

The Box the Crux of the Trade

This last year, however, has seen a very considerable change in this situation. Merchants are beginning to realize the possibilities of this new phase of business, and have been going after it with a will. One of the most effective ways of encouraging it has been in the provision of suitable containers, for that was the crux of the situation. The old packages were either too weak or too heavy, and in either case they meant a world of trouble to the sender.

F. A. Wilson, of St. Catharines, Ont., is one of the merchants who have recognized the value of providing a suitable package and letting the customer know that it was to be had. When the CANADIAN GROCER representative passed the store lately the two large windows were piled high with boxes, made to contain either three or seven or eleven pounds of goods—the first two for sending direct to the trenches, the last for sending to England.

That has been the best argument of sale that Mr. Wilson has devised, though he has thought of several others. Among these others might be noted a carefully selected box full of comforts all ready for shipment. Several of these were placed in the front of the windows, and to them was attached one of the regular bills of the store itemizing the goods contained, with their price and showing the total cost in large figures. At all times of the day and well on into the evening there were people stopping to look and study this list. It was the suggestion that so many people need to crystallize their ideas. As a result a great many boxes were sold, just as outlined in this list.

Displaying Trench Goods

Then, again, just inside the door there was a silent salesman, that was devoted at all times to the display of articles suitable for these boxes. People who came in were naturally interested in this collection that was kept always complete and in the best of order. In this way the idea was often suggested to persons who had entered the store with no thought of sending a present to the front.

Drawing New Customers by This Method

The stress was always laid on the sale of the boxes. If a person wanted to purchase the box alone he was at perfect liberty to do so. It became quite a practice to purchase these boxes; churches and societies would buy them in large lots, in seventy-fives, in hundreds, and hundred and fifties. There was some profit in these boxes, and there was little or no trouble in handling them. Moreover, it drew people to the store, many of them. When it is stated that on one Saturday night 150 of these boxes were sold to different individuals it will readily be seen what a force for drawing trade they have been. People who had never been in the store before came to purchase boxes, and so by this agency were brought under the influence of the store. Practically everyone who came to the store bought something; it might be little or much, but it all showed a profit; and as the store carried and displayed, in the manner above referred to, a pretty complete line of goods, such as might be used in these packages, the sales usually averaged fairly high, and consequently showed a very good profit indeed. Moreover, the customers who were attracted to the store by the fact that they knew that they could get such boxes as they might require, and were later influenced by the pleasant surroundings and courteous service of the store to become regular customers, formed an item of profit that is not easily estimated. In this case at least the providing and featuring of these trench containers has proved to be one of the best trade-getting schemes that the store has ever devised.

Building a Business in Trench Boxes

A Great Business With Many Pitfalls For the Unwary—How This Business Might Become Advantageous or the Reverse—The Need of a Thorough Understanding, and the Wisdom of Not Promising Too Much—How the Michie Company, Toronto, Have Built up a Great Trade.

THERE is money to be made in featuring boxes for the soldiers overseas. There is a world of anxiety and care and planning and actual hard work also. There is the need for a disinterested service, the need for an actual understanding of the requirements of the boys in the trenches and elsewhere across seas, and if the merchant is not willing to take the trouble or to do the planning or to give himself heart and soul to the task of putting himself in the place of the soldier across seas, so that he can better gauge his needs, then he is better away from the trench box business for the trouble he will find will more than outweigh the gain.

About Michie Soldier Boxes

Stir Warmth in A Soldier's Heart

The brightest day of the soldier's life comes with the parcel of good things from home.

Old-accustomed dainties, sweets, appetisers, smokes—will kindle warmth in his heart. More so, if rightly chosen—to answer his needs.

That problem Michie experience has solved. Just what to pack, just how to pack, have been learned in shipping hundreds of parcels overseas each week.

You'll find your overseas parcels even more heartily welcomed, their goodness better appreciated, their safe arrival made more sure, if you buy from the Michie list of ready-chosen assortments.

This list saves you time, trouble, money. It includes:—M 18—to France $2.85, England $3.25, M 32—to France $4.00, England $4.75.

M 36 is "Some" Treat

Contains: 1 pkg. Loaf Sugar, 1 tin Butter, 1 tin Strawberry Jam, 1 tin Fruit Cake, 1 pkg. Ginger Snaps, 1 box Candy Figs, 3 pkgs. Gum, 3 pkgs. Mint Lozenges, 50 Cigarettes.

To France $3.50, To England $3.85

Michie
& Co., Limited
Established 1835
Seven King West *Toronto*

How Michie & Company have built up a business in Trench Comforts.

If, on the other hand, he is willing to study and plan and work hard, to follow this line of business as carefully and conscientiously as he does his ordinary business, and if he adds to that a sympathy with the feeling that leads people to send these little gifts and an actual desire to help them at whatever cost to himself, then not only should this business prove a success, but it should carry with it a satisfaction that is not the meed of every ordinary success.

In some such way might be epitomized the opinion of C. E. Stone of Michie's, Toronto, who, ever since the war began, or shortly after, has given the bulk of his time to systematizing and putting on a sound basis this intricate business of serving the needs of those many thousands who for years past now have been fighting for an ideal in the muddy fields of Flanders.

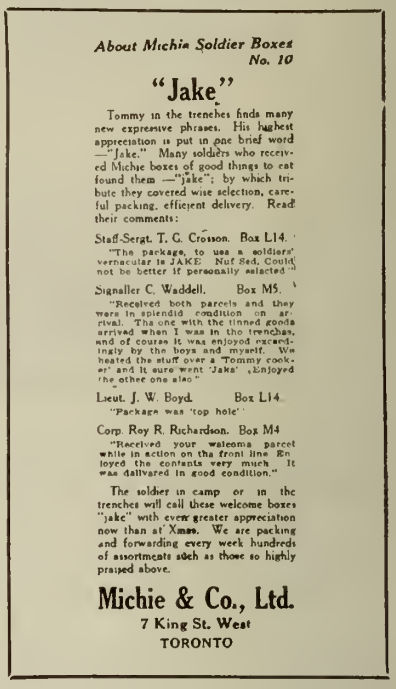
Out of those years of experience, this firm has been able to found a business that is as reliable as any single agency could make it: a business that has of late meant not a large, but a fair profit to the firm has meant much too in great, if less tangible assets, the confidence and appreciation of the hundreds and thousands who have been well served.

Difficulties to Be Met

Mr. Stone very frankly points out the difficulties that face any merchant who enters on any such business. Anybody, of course, can send a parcel. But not everybody can send a parcel that will be delivered safely and will meet the actual needs of the chap in the trenches or in the hospital or in the training camp; and unless these needs can be met, unless the mud-covered Tommy who opens this parcel, weeks or months perhaps after it has been shipped, finds in it the things that he actually needs, not the things that the grocer is glad to get rid of, the business whatever its immediate profit, will not be a paying venture for the merchant.

In order that the merchant may be in a better position to do this business and to do it satisfactorily, in order that he may avoid some of the pitfalls that surround undertakings of this kind, some hints from the experience of this store, as suggested by Mr. Stone, might be noted here.

Perhaps in no other direction is there so much danger of failure as in the selection of the articles to be sent. The fabulous wastage of good money and time and energy that has resulted, because some fond mother, or wife, or sweetheart thinks that such and such an article would be nice for John in the trenches, is difficult to estimate. The needs of John in the trenches are simple needs, simple to austerity. All the frills are forgotten, the decorative article, and the thousand and one fancy articles made expressly to meet a need that does not exist, are just so much sheer waste. As an illustration of this fact, Mr. Stone spoke of the thing that his own son in the trenches was always asking for, flour, pancake flour. He couldn't get enough of it. Yet probably pancake flour would be conspicuous by its absence in most of the millions of packages that find their way to the trenches.


About Michie Soldier Boxes
No. 10

"Jake"

Tommy in the trenches finds many new expressive phrases. His highest appreciation is put in one brief word —"Jake." Many soldiers who received Michie boxes of good things to eat found them —"jake"; by which tribute they covered wise selection, careful packing, efficient delivery. Read their comments:

Staff-Sergt. T. G. Crosson. Box L14.
"The package, to use a soldiers' vernacular is JAKE Nuf Sed. Could not be better if personally selected."

Signaller C. Waddell. Box M5.
"Received both parcels and they were in splendid condition on arrival. The one with the tinned goods arrived when I was in the trenches, and of course it was enjoyed exceedingly by the boys and myself. We heated the stuff over a 'Tommy cooker' and it sure went 'Jake'. Enjoyed the other one also."

Lieut. J. W. Boyd. Box L14.
"Package was 'top hole'."

Corp. Roy R. Richardson. Box M4
"Received your welcome parcel while in action on the front line. Enjoyed the contents very much. It was delivered in good condition."

The soldier in camp or in the trenches will call these welcome boxes "jake" with even greater appreciation now than at Xmas. We are packing and forwarding every week hundreds of assortments such as those so highly praised above.

Michie & Co., Ltd.
7 King St. West
TORONTO

Needs of Trenches Are Primal Needs

As a matter of fact, the needs of the trenches are primal needs, things to wear for warmth, rather than decoration, things to eat, and things to keep the body sanitary. In the nature of things the bulk of these needs are to be found on the grocer's shelves. That is why the grocer seems to be the logical person to handle this business. But it should be remembered too that the needs of the trenches are not the needs of the man in the more comfortable billets of the commissariat division, nor are the needs of this division the needs of the lonely Tommy in the hospital, nor are these needs again the needs of the boy in the

Selling a Service with the Goods

The Necessity of Making the Goods Meet the Actual Necessities of the Different Conditions of the Service—How These Conditions Vary, and How Each Condition Presents a Different Need—Getting Satisfaction From Service Well Performed.

training camp in England. In each case there are some particular goods that are peculiarly suited to the particular place. That is where the understanding and

About Michie Soldier Boxes

What Do You Send Your Soldier?

Hundreds of letters have been written by soldiers about Michie parcels.

Some have praised the careful packing. Others the goodness of the contents. But one and all have appreciated the wise selection.

"Just what is needed out here" they say.

Your parcels overseas will be even more valued once you use Michie service.

There's a list of ready-chosen assortments at your service—saves time, trouble money. It includes—

The Michie list includes: M 20, France, $7.90; England, $4.25. M 18—France, $2.85; England, $3.25. Also Mediterranean packages and special smokers' assortments

Michie & Co., Limited
Established 1835
Seven King West Toronto

Send M 32 as a Trial

Contains—1 pkg. Sugar, 1 Cake Maple Sugar, 1 tin Butter, 1 tin Jam, 1 tin Roast Beef, 1 tin Spaghetti, 1 tin Beaver Chicken, 1 tin Mixed Biscuits, 1 tin Prunes, 1 tin Pineapple

To France $400, England $4.75

study is required, to meet an actual need with the actual things needed.

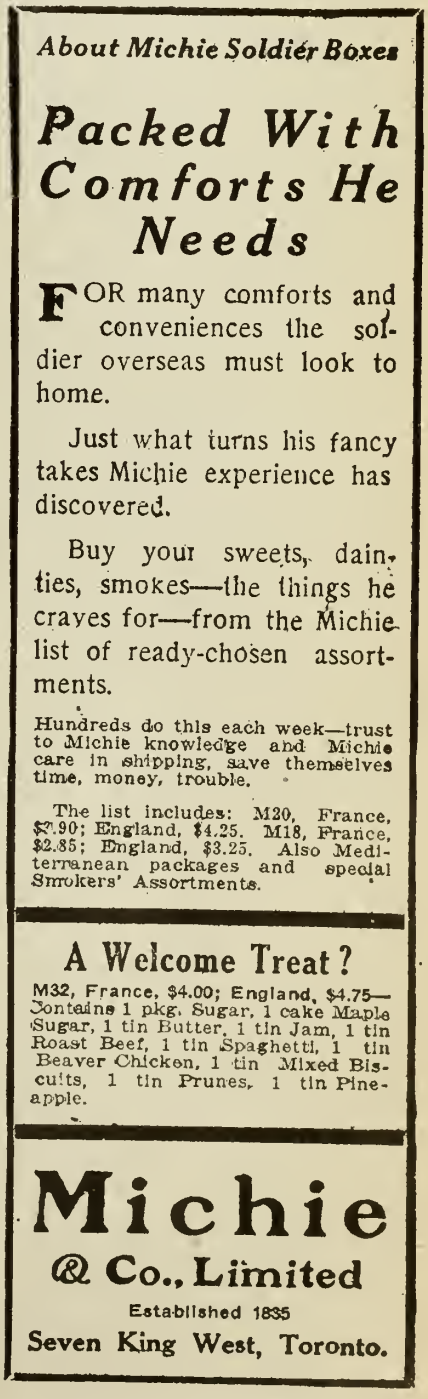
In the early days the Michie Company carried on an elaborate service of investigations to find out just what things were needed. Men who had been in France were questioned, letters, many of them, were sent to boys in every imaginable branch of the service, and under every condition of that service, people who had sons or relatives at the front were questioned, all this material was sifted and from it grew an understanding of the actual needs of the soldier under many varying conditions. Now, when a customer comes to the store seeking for aid in planning a box for someone at the front, the first question that is asked, is: "Where is he?" If he is in the trenches, the clerk knows just the things to suggest, things that will meet the actual wants of those cold, sodden mud covered days. If he is in hospital somewhere in France, there are other things to be suggested, that will come to the poor chap in the hospital cot, as the answer to an expressed need. If in England, the suggestions are different, but none the less suited to the needs of the case.

How Every Merchant Can Post Himself for Service

Of course, the merchant to-day cannot make as thorough an investigation as has been suggested, but there are many sources of information that are open to him. There are many returned soldiers in all parts of the country who would be glad to give just such information, there are letters coming daily from the trenches that are crowded with hints. This is all for the merchant to find out for himself. "Of course, there are people who come to the store daily," said Mr. Stone, "who know just what they want to buy. In such cases, of course, we make no definite attempt to influence them. There are people who come with bundles of socks and mufflers and who buy a few articles and ask to have them sent. This sort of a transaction when the time and labor of packing is considered, probably means a net loss to the store. This is part of the service, however, and is gladly given. The merchant who loses sight of this item of service, who sees in this business an opportunity to unload some unsaleable goods, or who in any way scamps the service given, who does not find in this business a certain satisfaction in itself apart from the profit that may accrue had better leave it alone, it will do him more harm than good. For ourselves," Mr. Stone continued, "it is our ambition to give the best service at the lowest possible margin at which we can do the business. If we tried to scamp this business in any particular, if we tried to substitute inferior goods, or to send packages short in some detail, I don't believe that the clerks who make up these packages would stand for it. But we try to give the best service we can, and take a pride in doing this business well, and we consider that no small part of the profit is in the good will of the customer, and in the kind letters from the boys at the front who have received these packages."

Possibilities of Annoyance in Goods Shipped From England

In this connection, Mr. Stone noted one of the difficulties in the parcel sent direct from England, on lists furnished by English houses. Many merchants were adopting this system. There were times when the press of business necessitated them doing the same thing, but in doing so they tried to forestall this difficulty. Prices of goods are constantly increasing, and the English lists must perforce be old when they are used by the merchant. The list of goods supplied, would probably, when the order was received in England, cost more than the stipulated price. To compensate, some article would be left out. There was the difficulty, and a cause for misunderstanding. Not that the English houses were not conducting the business on a strictly honest and honorable basis, there could be no question of that, but when John Smith wrote home to thank the donor, and mentioned the things in the package, there would be something missing, and the customer would come to the store with a grievance. When they sold such packages, Mr. Stone stated, they always made this point clear. Here was the list, but prices were increasing, it was more than likely that some article would be


About Michie Soldier Boxes

Packed With Comforts He Needs

FOR many comforts and conveniences the soldier overseas must look to home.

Just what turns his fancy takes Michie experience has discovered.

Buy your sweets, dainties, smokes—the things he craves for—from the Michie list of ready-chosen assortments.

Hundreds do this each week—trust to Michie knowledge and Michie care in shipping, save themselves time, money, trouble.

The list includes: M20, France, $7.90; England, $4.25. M18, France, $2.85; England, $3.25. Also Mediterranean packages and special Smokers' Assortments.

A Welcome Treat?

M32, France, $4.00; England, $4.75—Contains 1 pkg. Sugar, 1 cake Maple Sugar, 1 tin Butter, 1 tin Jam, 1 tin Roast Beef, 1 tin Spaghetti, 1 tin Beaver Chicken, 1 tin Mixed Biscuits, 1 tin Prunes, 1 tin Pineapple.

Michie
& Co., Limited
Established 1835
Seven King West, Toronto.

One of the series of advertisements that have been appearing daily for over two years.

left out of the package shipped, they did not know what one, but there would probably be something. In that way, by being perfectly frank with the customer, a great element of discord was avoided. But a better system was to put up a package, then it could be shown to the customer, who would know that just these things would be in it, and there was no possibility of misunderstanding.

The Folly of Promising Too Much

Another item that the store had aimed at was not to promise too much. For instance, two packages might be sent for Christmas, sent on the same day. The one might arrive before Christmas, the other might not arrive until March. Experience had taught them this, taught them, too, that there was no way of overcoming this difficulty. They had developed a system, whereby they were able to trace a package till it was delivered in good condition to the military authorities. Once there, it was part of perhaps a million, and had to take its chances. The only way for the merchant was to frankly tell the customer of these conditions and not to promise things that were beyond his power to perform.

The Possibility of Mishap and How Such Difficulties Can Be Met

In all such business there was, of course, Mr. Stone continued, the possibility of disappointment, and there the merchant was brought face to face with the matter of compensation. Here lay one of the greatest difficulties, and one that required the utmost tact. They had developed a system whereby they were able to prove to the customer that the parcel had been actually delivered to the military authorities, there the ability of the store to govern the matter ended. If the parcel arrived there in a broken or pilfered condition, the store without hesitation assumed responsibility for it, and without question would send another package. In the case, however, where they were able to show a clear receipt, the matter had to be treated with discretion. It might be that the customer, even when faced with the proof and admitting its force, might yet feel that he had a grievance against somebody. In many such cases, it was in the store's interest to shoulder the loss, and though they had not been in fault, make the loss good. There could, however, be no hard and fast rule in such cases. Each individual instance had to be considered by itself, and settled on the basis of what was in the best interests of the store. Always remembering, of course, that a store, like a person, has a self respect that it is in the interest of all to maintain.

Since the Michie Company started this business, it has grown steadily, and is now one of the features of an all the year business. Christmas time is, of course, the great time, but Mr. Stone stated that an ordinary week's business now was more than equal to last year's Christmas trade. This trade did not come of itself, it was the result of persistent advertising, which had been constantly maintained throughout the past years.

An effectively arranged Christmas window of B. C. Watson, Leamington, Ont., arranged by Ted Locke. Note the design in candies and nuts in the foreground.

In this account, there should be nothing to discourage the merchant from undertaking this kind of business. The warnings contained herein, should serve to set many a merchant on the right track and assure him of a successfully profitable business, and a business in which he might well feel that he was doing something, giving some of his energy and time into aiding his customers and making the lives of the boys at the front a little more bright.

Are You Sending Parcels to a Soldier Overseas ?
You are probably, then, eager to find something different from that contained in your last package—something equally acceptable and practical, which has the additional attraction of being novel—something to make happier a soldier's day. To assist those engaged in the interesting work of packing boxes this page has been arranged. Everything mentioned has delighted some soldier—it may contain something having a particular appeal for one of your acquaintance.
The "Shopping Service" Will Send Packages for You
Here Are a Few Made Up at Various Prices, Which Do Not Include Postage
THE MANY OF PATRIOTIC DESIRE who cannot by force of circumstance buy and pack such separate article find the "Shopping Service" a true friend in need. They will give any order their personal attention, or send the boxes which have been carefully arranged with thought to their practicability, at your request. We mention the contents of a few packages. The postage is, of course, additional
$1.00
$2.00
$3.00
Fill Up the Corners With Candy or Gum
Chocolate, Nutsiness and Pleasing, Gum to Quench the Thirst—a Few Things to Send in Any Box.
The New Sleeveless Sweater and Popular Balaclava Cap
Acceptable Articles Which Are Easily Knitted, And the Wool For Them Nobody
WHETHER he flies high or at the fleecy clouds, sails stormy or calm seas, or does his bit in a trench of the army, he'll find a comfort out for each things through out the cold weather. Women who knit will find them easily done, and all wool garments from beginning, if in doubt, at our Wool Department.
The sleeveless sweater requires three quarters of a pound of wool. Printed directions for the knitting may be had at our Wool Department. We cannot send the following wools as particularly suitable.
Toothsome Things in the Grocery Department
The Indispensable Corrugated Box in Which to Pack Your "Comforts"
Diaries and Stationery
Magazines Which Will Give No End of Delight.
Wool Socks for Military Use
Toilet Soaps and Accessories Which Are Essential
From the Leather Goods Department
To Light Many a Dark Way—The Pocket Flashlight
The Essential Khaki Handkerchief
Gloves and Mitts for Every Branch of Military Service
Air Pillows
Sensible Garments Which Will Help Prevent Colds and Rheumatism
The Men's Underwear Section Offers These Suggestions
Towels and Face Cloths—A True Boon to the Men in France
Had You Thought of Soap Sheets? They're Easily Carried and Very Necessary
THE T. EATON CO LIMITED

How the T. Eaton Company features the Trench goods business in their advertising.

Making a Specialty of Parcels for Soldiers

The Experience of Fraser, Viger & Co., Grocers, Montreal, Who Employ a Staff Expert to Handle This Business and Have Proved it Profitable.

THERE is good, steady business for the grocer in the supplying of goods for sending to the boys in the trenches and to prisoners of war. The latter are apt to be overlooked by the average man considering this question, and the needs of the soldiers on active service or in training camp bulk bigger to the imagination. But the grocer, anxious to render the most service and reap the reasonable reward of service, at the same time winning the hearts of his customers and the community in general, will not overlook the prisoners of war when considering how to supply the most suitable goods, and how to facilitate the process of getting the goods to the consumers.

Assumes Entire Responsibility

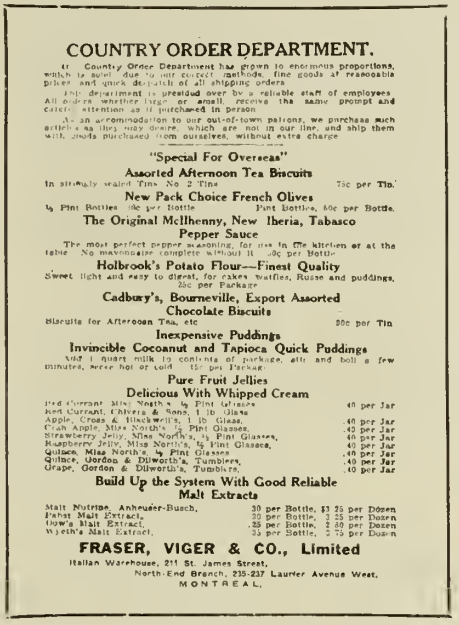
One of the best known retail grocery firms in Montreal, Fraser, Viger & Co., Limited, makes a specialty of assuming the entire responsibility of sending parcels regularly to soldiers at the front and prisoners of war, and has found the plan a great success in every way. Fraser, Viger & Co. supply the goods, pack the parcels, address and mail them regularly to their consumers in Europe and conduct the whole system on a basis of cash with order or charge to accredited customers.

How the System Started

Very soon after the needs of the boys at the front began to be known to their friends in Canada, requests began to reach Fraser, Viger & Co. from many customers for such goods as were asked for frequently by soldiers at the front. There came also requests for suitable boxes in which to pack the goods, and now and then inquiries for advice in the matter of sending them. The business began to assume considerable proportions. Then somebody wanted a parcel packed and sent direct from Fraser, Viger's store to the Post Office addressed to a soldier at the front. From that the whole idea of the firm's assuming the responsibility of forwarding the parcels developed rapidly, and now Fraser, Viger & Co. have a member of the staff, a man of integrity, ingenuity and reliability, taking entire charge of this department for the despatching of parcels to the soldiers and to prisoners of war.

Only Two Misses in Thousands

It is something of a testimonial to the accuracy of the methods employed, that only two packages of all the thousands that have been despatched since the plan was initiated have failed to reach their proper recipients. These parcels, bearing many postmarks, came back to Fraser, Viger's store, and when opened, after the months that had elapsed since their despatch, the contents were found in perfect condition. This is an important point to notice in connection with this business, for only by exercising the most scrupulous care in selecting and packing the goods for sending across the seas can such a reputation be established and upheld as will mean real commercial advantage to the firm undertaking this special service. Here is a matter in which the character, personality, and patriotism of the retailer himself count very strongly in his business building. Here is an opportunity for rendering real service that will be immensely appreciated by customers. And there need be no financial loss in connection with the business, for the goods packed in the parcels all represent so much additional turnover to the store.



COUNTRY ORDER DEPARTMENT.

Our Country Order Department has grown to enormous proportions, which is solely due to our correct methods, fine goods at reasonable prices and quick despatch of all shipping orders.

This department is presided over by a reliable staff of employees. All orders whether large or small, receive the same prompt and careful attention as if purchased in person.

As an accommodation to our out-of-town patrons, we purchase such articles as they may desire which are not in our line, and ship them with goods purchased from ourselves, without extra charge.

"Special For Overseas"

Assorted Afternoon Tea Biscuits

In airtight sealed Tins No 2 Tins 75c per Tin

New Pack Choice French Olives

½ Pint Bottles 40c per Bottle Pint Bottles, 60c per Bottle.

The Original McIlhenny, New Iberia, Tabasco Pepper Sauce

The most perfect pepper seasoning, for use in the kitchen or at the table. No mayonnaise complete without it. 30c per Bottle

Holbrook's Potato Flour—Finest Quality

Sweet light and easy to digest, for cakes, waffles, Russe and puddings. 25c per Package

Cadbury's, Bourneville, Export Assorted Chocolate Biscuits

Biscuits for Afternoon Tea, etc 30c per Tin

Inexpensive Puddings

Invincible Cocoanut and Tapioca Quick Puddings

Add 1 quart milk to contents of package, stir and boil a few minutes, serve hot or cold. 15c per Package

Pure Fruit Jellies

Delicious With Whipped Cream

Red Currant, Miss Neath's, ½ Pint Glasses 40 per Jar
Red Currant, Chivers & Sons, 1 lb. Glass 40 per Jar
Apple, Cross & Blackwell's, 1 lb. Glass 40 per Jar
Crab Apple, Miss Neath's, ½ Pint Glasses 40 per Jar
Strawberry Jelly, Miss North's, ½ Pint Glasses, 40 per Jar
Raspberry Jelly, Miss North's, ½ Pint Glasses, 40 per Jar
Quince, Miss North's, ½ Pint Glasses 40 per Jar
Quince, Gordon & Dilworth's, Tumblers, 40 per Jar
Grape, Gordon & Dilworth's, Tumblers, 40 per Jar

Build Up the System With Good Reliable Malt Extracts

Malt Nutrine, Anheuser-Busch, 30 per Bottle, $3 25 per Dozen
Pabst Malt Extract, 30 per Bottle, 3 25 per Dozen
Dow's Malt Extract, 35 per Bottle, 3 90 per Dozen
Wyeth's Malt Extract, 35 per Bottle, 3 75 per Dozen

FRASER, VIGER & CO., Limited

Italian Warehouse, 211 St. James Street,
North End Branch, 235-237 Laurier Avenue West,
MONTREAL.

Calling attention to "specials for Overseas."

Goods That Are Most Acceptable

From the experience of Fraser, Viger & Co., certain classes of goods are particularly in request by the boys in the trenches and by prisoners of war. These include, of course, principally all kinds of foodstuffs that can be sent without deterioration. The canned goods come first. Flour has proved very acceptable to war prisoners.

Pork and beans in cans has been a prime favorite consignment, and has ensured requests for more. Condensed coffee, condensed milk, canned peaches, apricots and pears, jams, and various kinds of appetizing canned meats and soups, but not "bully beef" or corned beef in cans. The boys get plenty of that in army rations. Sardines are often asked for, however, and other kinds of appetizing canned sea-foods do not come amiss.

Canned ox tongue in the large sizes has been marked out for especial favor by men at the front, and many parcels sent through the Fraser, Viger system contain this. Then there are the canned vegetables. These are especially demanded over and over again by prisoners of war whenever they can get messages through. Almost any kind of canned vegetable is acceptable, the most nutritious, of course, being most advisable. Canned peas and beans, canned corn, and such goods are regularly sent by Fraser, Viger & Co.

Useful Little Lines

Apart from the more substantial classes of canned goods, there are certain highly acceptable lines of goods which go into small bulk, but carry much nutrition with them. These include well known brands of coffee in the small tins, desiccated soups in all sorts of flavors and kinds—the 5-cent packages being the most frequently requested, and 10-cent packages of cigarettes. It is inadvisable, according to the facts ascertained by Fraser, Viger & Co., to send soldiers the larger packages of cigarettes. The boys write that they are seldom able to store away large tins of cigarettes, but can handily stow away the smaller packages. The loss of large tins of cigarettes is disappointing and annoying to a soldier, who has tried to "cache" them or carry them around under difficulties, but a few ten-cent packages can be much more easily managed, and the loss of one or two smaller packages is less aggravating. This information has been gathered by Fraser, Viger's soldiers' parcel expert from a number of sources.

Tea, Coffee, Jam, Biscuits

Tea and coffee, jam and biscuits are all good items for soldiers' parcels, frequently asked for, and always acceptable. Dried fruits, especially prunes, chocolate, and almost all other handily compact foodstuffs which are not too perishable, form excellent items for soldiers' parcels.

A special line, not always stocked by the grocery retailer, but often asked for by men at the front, is the "canned heat" that comes in the form of solidified alcohol in small tins. The various makes of this fuel are all acceptable, and the compact little tripod and windshield with saucepan, which form the canned heat outfit, can be sent also with great acceptance. Fuel is especially scarce at the front, and when a consignment of desiccated soups, say, is accompanied by the means to make them hot and good to eat under difficult circumstances, the parcel becomes still more welcome to the soldier.

Packing the Parcels

Some firms going in for sending parcels to boys at the front might incur the extra expense of securing special boxes for filling, but after considerable experience, Fraser, Viger & Co. have reached the conclusion that special boxes are un-

necessary. And the firm has sent thousands of parcels in the past three years or more with only two returns, and not one case of loss through imperfect packing. The returned packages came back after long wanderings, because their intended recipients (two Russian reservists) had removed into their own country out of reach.

As a rule, in a retail grocery store a good many different suitable sizes and strengths of boxes can be secured without trouble. Tin, wooden, or strong pasteboard boxes serve. They can be protected further by canvas wrappings and plenty of good strong brown paper.

Precautions to Take

The parcels must be packed tight, so that they do not rattle, or else they may be refused by the postal authorities. Matches or intoxicating liquor must not be put in. A declaration of the contents of the parcel has to be made and attached to the package, and name of the sender must also be upon the parcel, while the name of the intended recipient should be plainly written where it can be most clearly read. It is also a good plan to put a card in the parcel saying who the package comes from. Fraser, Viger & Co. keep in close touch with the postal regulations, which vary from time to time as to weights allowed, and thus ensure the correct condition of all parcels consigned.

The average value of these soldiers' packages runs to anything between $2 and $5, the usual amounts of charge for them being $2, $2.50, and $3.50. The matter of postage is easily calculated, as the weights are uniform, as a rule about six or seven pounds, and the necessary allowance for the trouble entailed may be made also, though Fraser, Viger & Co. have not found it necessary to make any extra charge beyond that for the goods themselves and postage. Parcels to prisoners of war need no postage, being sent by arrangement with the Government.

This class of business has developed greatly through the long duration of the war, and while some grocers find it quite sufficient to sell the goods, and let the soldiers' relatives look after the packing and consignment, other firms may follow the plan of the Fraser, Viger Co. with still greater profit.

Grocery Trench Goods Department

Wallbridge & Clark, Belleville, Ont., Devote Special Attention to Soldiers' Parcels—Groceries With Liquor by Mail Order—Illustrated Booklet of Stock Carried.

WALLBRIDGE & CLARK, grocers, of Belleville, Ont., have won a place in the affections of the many soldiers who have gone to the front from that city. This may seem a peculiar statement to make, but it is a fact, as the innumerable letters of appreciation which pour into the management of the store, from France, would indicate.

The sending of parcels of eatables to soldiers at the front is more of a problem than some people are aware of — not necessarily the sending of the articles, but from the standpoint of parcelling; and it is admittedly even more discouraging for the soldier in the trenches to open a parcel which has been rendered almost useless owing to poor parcelling, than it is to receive none at all.

Special Department for Trench Goods.

This bold fact was realized by the management of the store soon after the outbreak of the war, and in order that the disappointing feature of the above case might be eliminated, and in order that economy might be effected, the store opened a special department to look after the parcelling and forwarding of parcels to the trenches. At first the store arranged its own parcels, consisting of a combination of articles agreed upon after a study of the question, in which much good assistance was given by returned soldiers who knew the tastes of their comrades at the front.

Some assistance was also secured, in the matter of selecting articles for the parcels, from the three Wallbridge brothers now on service, including Major Frederick Wallbridge, Lieut. Joseph Wallbridge, and Capt. Francis G. Wallbridge. It was found that the soldiers in the trenches had a special desire for acids and for fruits, and with that information, parcels consisting of tasty combinations were arranged at prices ranging from $2 to $7, according to their contents, the latter containing cigars.

Getting the Department "Under Way."

The opening of the trench goods department was well received and it was kept very busy at first by the large number of Belleville relatives of boys at the front. These relatives knew the necessity of having the parcels well arranged and well parcelled, and from that time on entrusted the sending of parcels to the Wallbridge & Clark store. Later on a suggestion to allow relatives to include parcels of their own in the packages, was adopted, and still later this developed to the stage where people could provide all the articles and the store would merely attend to the parcelling and forwarding.

Great success has attended the forwarding of parcels from the store, owing to the elimination of the difficulties which have been found previously. For instance, cardboard and paper have been substituted for tin boxes which did untold damage in large shipments. In fact it was reported that many parcels were damaged on a certain day before Christmas at the distribution centre in France when 200,000 parcels were being sent through for soldiers at the front. The tin parcels would become battered, and projecting sharp edges cut into other parcels. By using cardboard and paper in abundance the Wallbridge & Clark store was able to send very fragile goods without breaakge, and stories of sending glass jars of pickles, olives, and eggs by the dozen, seem almost mythical.

Wholesale Shipments Curtail Expense.

It was soon found by the people that handling this business through the store was not only advantageous in the foregoing manner, but also from the standpoint of expense. Of course, if the management had been out to make a big profit on the department this would not have been the case, but the operations were carried on with a very slim margin, and often wrapping material and time were devoted to parcels wholly made up of goods supplied by outsiders, and, therefore, bringing no return. As a rule such articles as cakes, socks and personal effects were supplied, and the store added the remaining articles.

Overseas Table.

At first a special overseas table was used to work up this branch, and sample boxes were shown in combination with displays of the articles used in arranging them. Special attention was paid to tobaccos and cigarettes, which form a major part of all parcels sent to France. A large sign was printed, giving a list of

Delicious Coffee

Southern Blend .. .. .. 30c. lb.
American Blend .. .. .. 35c. lb.
Club Blend .. .. 40c. lb.
Special Blend .. .. 45c. lb.

PURE—Highest Grade Coffee.

Compare these blends of coffee with tho higher priced brands sold in tins.

Wallbridge & Clarke's Delicious Coffee is ground by electric power as required. It pays to buy the best.

OVERSEAS PARCELS.

Wallbridge & Clarke are sending cut daily numbers of parcels for overseas. Letters from the Front acknowledge the perfect condition in which they arrive.

Parcels made up of Cakes in tins, Chocolates, Cigarettes, Tobacco, Fruit, Raisins, Nuts, Coffee, etc., etc.

Postage to France. 7 lbs. 32c.
Postage to England . 12c. lb.

Keeping the trench comfort idea constantly before the public in the regular store advertising.

suggestions with prices, under the heading "Wallbridge & Clark will pack your orders carefully and correctly." The sign was designed as follows:

Comforts for the Soldiers Overseas

"Boxes of cigars, cigarettes, smoking tobacco, toilet soaps, candles, gum, chocolate. Special packages of the following: Pineapple, peaches, dates, figs, blue raisins, prunes, honey, cheese, chocolate, coffee and milk, cocoa, maple butter, mixed vegetables, Irish stew, mustard, beefsteak and onions, roast beef, salmon, lobster, chicken, spaghetti and tomatoes, tea tablets, marmalade, jams, olives, nuts, tea, sugar, cake and biscuits."

With such a wide range of articles to choose from and with such good packing facilities, some very tasty and attractive parcels were made up. This fact has been confirmed by the letters which are constantly being received by the store management recording the receipt of parcels in perfect condition and invariably winding up with a hearty expression of appreciation for the interest and attention paid to the wants of the soldiers, and the matter of correct parcelling.

Groceries and Liquor by Mail Order.

The grocery trade in Belleville is of a generally firm character, and has been little affected by war conditions, though one point of outstanding importance was brought out when the representative of CANADIAN GROCER was in conversation with a grocery merchant of the city. This point was that the grocers of the city were of the opinion that a considerable mail order business was being done in groceries in combination with liquor from the large stores of Montreal. Since the advent of the prohibition measure in Ontario it is well known that extensive orders are placed by mail through Montreal liquor stores, and it is possible that some firms solicit their groceries by the same system, where the two branches are carried.

Illustrated Booklet of Stock Carried.

Some very attractive booklets concerning the stock carried, and the store were prepared at various periods of the Wallbridge & Clark management. One of these took the form of a descriptive and illustrated booklet of the City of Belleville, emphasizing its importance as a market centre. Some interesting details of the cheese industry were given showing that in 1905 there were sold 92,000 boxes, or 8,400,000 lbs., valued at $850,-425. At that time there were 100 factories in Hastings turning out 158,000 boxes annually with a value of $1,460,-512.50. The average price of cheese on the Belleville Board at that time was 10⅝ cents, as compared with to-day's quotations of about 23 cents per pound.

A more recent booklet prepared by the management took the form of a detailed record of the stock carried, with illustrations of the store and of Belleville; and including advertising matter on opposite pages to the record of the similar lines of stock. The booklet was an attractive arangement of forty pages with a blue and gold cover, and proved a big factor in the trade development of the business.

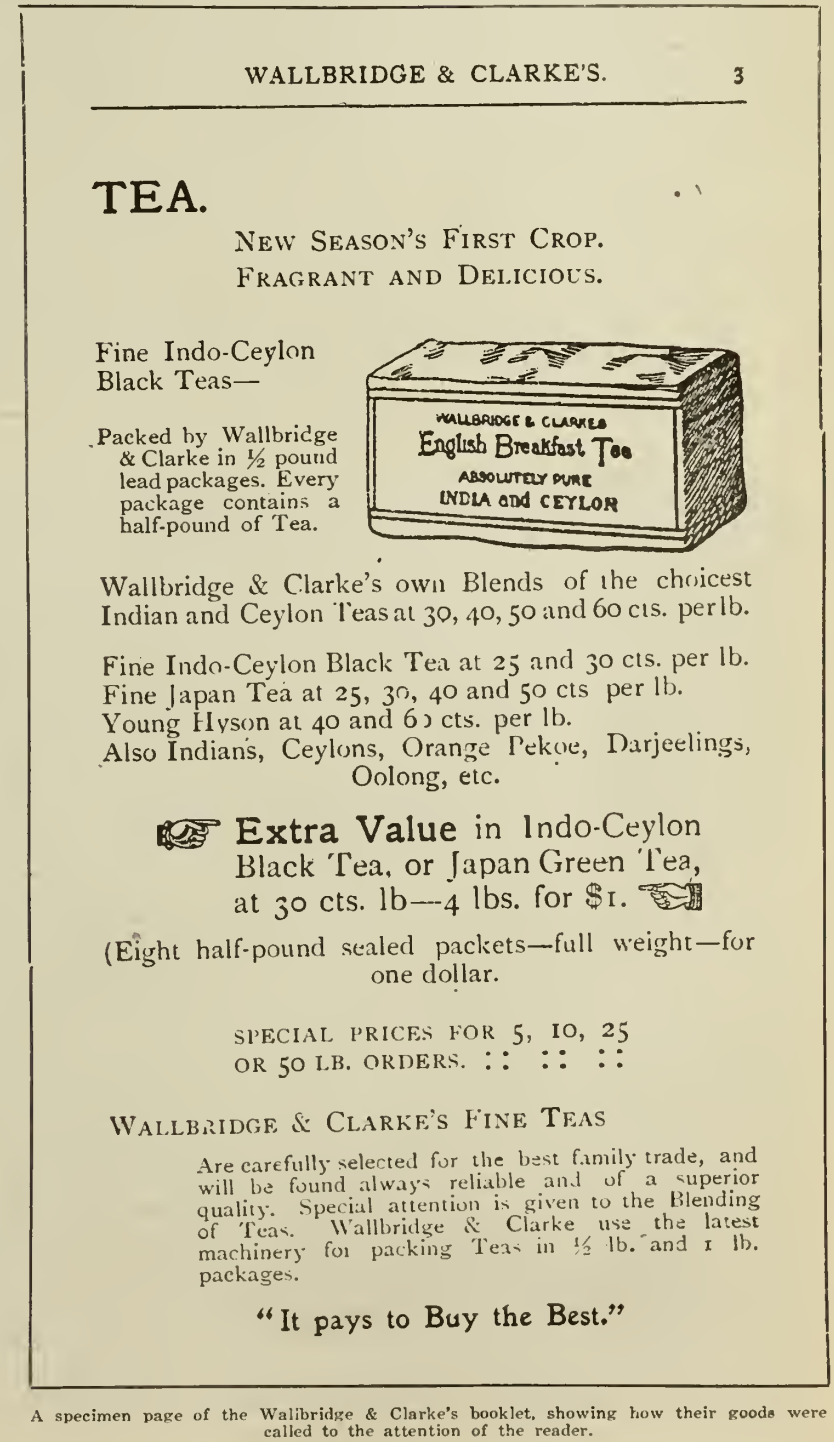
Contents of Booklet.

Effectively arranged in good order, and brightened up with illustrations of well arranged store displays and advertising matter, the following lines were featured. Tea, coffee, chocolate and cocoa in various sized packages with prices occupied the first few pages. Canned and potted meats, with canned meats on ice in the summer, and other preserved lines such as olives and pickles, were next shown. Suitable and interesting illustrations were intermingled to illustrate the lines described, such illustrations consisting of store displays and also of outside views such as a fish catch or a hunting scene.

Imported nuts and fruits preserved in tins and glass figured largely in the following section as well as an extensive range of fish and tinned sea foods. Next in order came a page devoted to cereals, breakfast and farinaceous foods, followed by a list of biscuits offering wide selection. Cheese, spices, soups, extracts and gelatine occupied the next few pages, along with ham, bacon and lard, intermingled with some interesting illustrations of a fall duck shot on the Bay of Quinte and a fish catch by a party from Belleville.

Flour, baking powders, vinegars, tinned vegetables, sugars and syrups were de-

(Continued on page 124)



WALLBRIDGE & CLARKE'S. 3

TEA.

NEW SEASON'S FIRST CROP.
FRAGRANT AND DELICIOUS.

Fine Indo-Ceylon Black Teas—

Packed by Wallbridge & Clarke in ½ pound lead packages. Every package contains a half-pound of Tea.

Wallbridge & Clarke's own Blends of the choicest Indian and Ceylon Teas at 30, 40, 50 and 60 cts. per lb.

Fine Indo-Ceylon Black Tea at 25 and 30 cts. per lb.
Fine Japan Tea at 25, 30, 40 and 50 cts per lb.
Young Hyson at 40 and 60 cts. per lb.
Also Indians, Ceylons, Orange Pekoe, Darjeelings, Oolong, etc.

Extra Value in Indo-Ceylon Black Tea, or Japan Green Tea, at 30 cts. lb—4 lbs. for $1.

(Eight half-pound sealed packets—full weight—for one dollar.

SPECIAL PRICES FOR 5, 10, 25 OR 50 LB. ORDERS.

WALLBRIDGE & CLARKE'S FINE TEAS

Are carefully selected for the best family trade, and will be found always reliable and of a superior quality. Special attention is given to the Blending of Teas. Wallbridge & Clarke use the latest machinery for packing Teas in ½ lb. and 1 lb. packages.

"It pays to Buy the Best."

A specimen page of the Wallbridge & Clarke's booklet, showing how their goods were called to the attention of the reader.

The Unit Argument in Fruit Sales

The Unit Display Appeals to a Class Different From That Appealed to by the Ordinary Display But it Shows as Much Profit on the Business—How a Quality Argument in Window Dressing Adds to the Prestige of the Store—Selling Unit Displays For the Christmas Table.

THERE is a big argument to be made in favor of fruit sales in bulk, not so much in the pyramids and parallelograms of the Greek merchant, but in the simple display of quantity. Oranges piled hodgepodge in a window, provided there are enough of them, are one of the surest advertising means of selling quantities of oranges. But there is an argument also for the other type of display, for the carefully arranged, artistically designed display, that not only catches the momentary attention of the passer by, but is remembered as a thing of actual beauty.

Working the Bulk and Unit Systems Together

Of course, these two systems meet an entirely different class of trade. The one appeals for big sales at a narrow margin, the other for smaller sales to a clientele to whom price is no particular object. There are stores who have both classes of customers. Even in such a case, it is well to consider this unit idea. It forms a very attractive style of table decoration for the interior of the store, and probably will sell fruit in cases where your bulk display has been powerless to interest the customer. It is well for the merchant to study both systems, it is well for him on occasions to vary the systems adopted. A different aspect given to any line of goods will be of great advantage in the majority of cases.

The Units Appeal to a Fancy Trade

J. H. Brown of the Wellwood Fruit Company, Toronto, is a firm believer in the unit display idea. His windows and the interior display are built up in a series of units, each complete in itself, and each sharing in making a harmonious whole. When questioned regarding the success of this system, Mr. Brown stated that he had adopted the system because he believed it was the way to get the class of trade he wished to attract, and experience stretching over a period of years in different locations in the city, had led him to feel justified in his belief. He had established a reputation for being a handler of something a little better in the line of fruit than the average merchant, first by his unique window displays, and second by the fact that he actually did carry fruits that other merchants did not handle and gave them care that possibly other merchants catering to a different trade were not able to give. In any event, he has built up a discriminating trade and has fostered it only with such advertising devices as are found within the limits of a window display. Mr. Brown admits that he could do more business by adopting different methods, but he maintains that it would not profit him so to do, for to adopt this course would be to lose the trade that he has struggled to gain, would mean, with this growing business, a growing anxiety,

A unit arrangement that might form the centre of any fall or winter display.

and would in return give no increase in profits to justify the change. That, at least, is Mr. Brown's opinion, and certainly in any city there is the scope for some such store as his, or for some stores which in a greater or less degree cater to this class of trade.

The Wellwood Fruit Company's store is situated on Yonge Street, far away from the people it serves. It is in the betwixt and between district, not quite down town, and not quite up town. None of its customers would naturally shop in that location. That is an indication that the methods that Mr. Brown adopts have a decided pulling power, for he does a substantial business at a substantial profit.

Keeping Wastage Down

It might be expected that in such a business, the wastage would be great. This is not the case Mr. Brown states. Whatever wastage there is never appears. He does not feature cheap prices on goods that are trembling on the brink of being over ripe. These goods are made up into boxes, and sold to the foreign population who inhabit a district not far distant. There is always a demand for these boxes. They show a loss, but not a large loss, for practically everything can be sold at some figure.

Then the principle that Mr. Brown has set for himself of buying the best quality of goods that are available, is, in itself, a protection, for in such goods the wastage is reduced to a minimum.

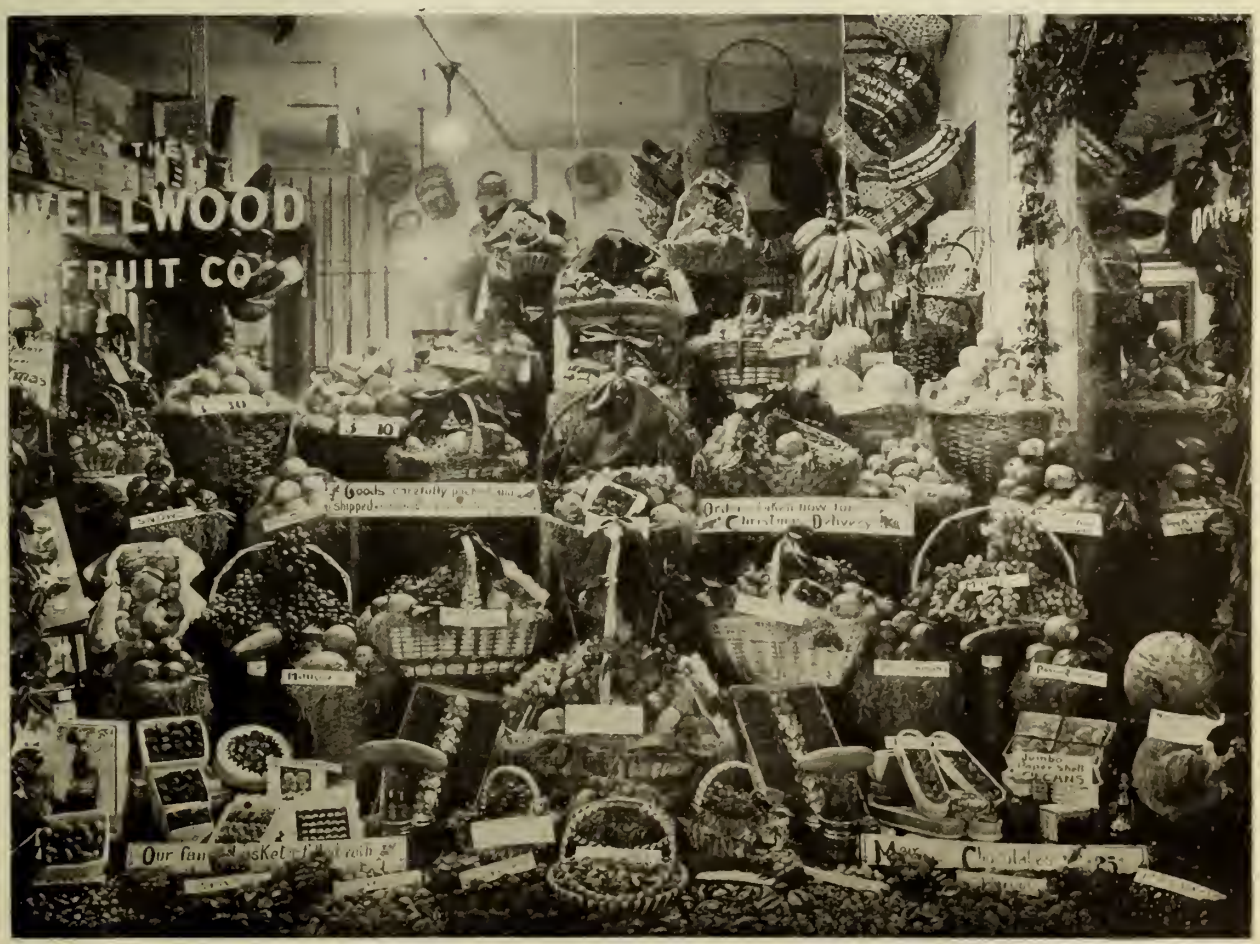
Making the Unit Itself an Item in Trade

But Mr. Brown is an advocate of the unit display for still another reason. The actual display unit has been a selling proposition with him. People passing in their cars have noted some of the attractive baskets of fruit in the window, and have stopped to see if some such display could not be made the centre of some dinner table, or the decoration for some buffet. A glance at the unit illustration that accompanies this article will be evidence enough of the artistic effects that can be produced in such ways. Well, someone bought one of these baskets for a dinner party and some of her friends saw and admired it and thought it a good idea and determined to duplicate it. In this way, a brisk business has grown up. Especially at Christmas time have these attractively arranged baskets been an effective drawing card. People have bought them for decorations for the Christmas table, smaller baskets have served as a kindly attention for some acquaintance, or some sick friend. There have been a hundred and one ways in which these displays have been to appeal to the public.

This is one of the possibilities of fruit sales that the average merchant knows nothing of, yet it is an effective method of making sales. Such a display would serve as a welcome suggestion to a multitude, who in moments of desperation in the Christmas season, give some trumpery gift that means nothing but that the giver's good intentions were not equal to the task of providing something of value. Now if the merchant would arrange to have some of these baskets of fruit for the Christmas season, there is no question but that they would meet with a keen demand. Moreover, they would form a decorative feature for the store, requiring no more pains and no more time than the old-time systems of decoration that have lost some of their novelty.

Keep this idea in mind for the Christmas time at least. Try your hand at this unit display, and see if it will not prove as paying a venture to you as it has to the Wellwood Fruit Company.

This idea may not be according to the general practice of the grocery trade, which has grown accustomed to certain established practices. But new developments are arising in every department of the store. More aggressive methods are being employed. Here is a new method that has been successfully adopted by one merchant at least. There is the strong probability therefore that it might be equally successful if applied in other places. At least it is worth the trial. It is not suggested that such displays should supersede established methods, methods that have proven their worth; but there might be solid wisdom in using some such system to supplement the ordinary means. At the Christmas season, at least, there is a solid argument for every grocer to try his hand at this new method of decoration.



An elaborate combination of unit displays effectively used by the Wellwood Fruit Company, Toronto.

Enlarging the Scope of Grocery Store

How the Developments of Recent Days Have Tended to Enlarge the Scope of the Store Taking in Other Important Elements—The Union of Grocery and Meat Departments, a Problem For the Winter Months.

THERE are some interesting phases developing of late years in connection with the grocery trade More and more the tendency has been to enlarge the number of the lines of goods handled, but not only that, some developments have come along entirely different lines, the enlarging of the actual scope of the business, to take in activities that were formerly not considered business for the grocery store.

Among such changes might be instanced the growing tendency to add a meat department. This was an almost unheard of thing a generation ago, now there are very few towns of moderate size which cannot show one or a number of stores with a well developed meat department. In a measure this has been the outcome of the development of the cooked and dried meat end of the grocery business. This was the thin end of the wedge, the grocer began to see that if this business could be successfully done, and show a profit, and prove an element in the store's success, then the larger business ought to be equally profitable. Out of this idea has developed the two department store, and the proof of the success of the idea is that in many instances this meat department has grown to assume an importance equal to that of the original store.

Of course, there are other matters to be considered. It is not a scheme to be attacked in a headlong fashion, but it is a growing tendency, and the merchant who starts that business early will have that much the advantage over his future competitors.

A Problem for the Winter Months

Moreover, the grocer, when he is pondering some evening over possible plans for the winter, will do well to give the matter his most careful attention, for it is during the winter months that this new policy can be best tried out. Some of the greatest difficulties of the butcher business are difficulties connected with the warm weather of the Summer months. If the merchant, therefore, cannot make a success of this business during the winter time, there is very little likelihood of him pulling it through the summer months successfully. Moreover, the winter is the most logical time to break into such a venture. The danger of wastage is decreased to a great extent. natural cold storage, supplied by the weather, may for a time be used to supplement the equipment for handling meats, in this way the merchant will have a chance to find his feet before the somewhat trying months of summer arrive. The faults of overbuying, one of the greatest temptations and dangers of this business will be remedied by experience before the results of such indiscretion can become financially serious. Oh yes! Winter is the natural time to consider any such change.

What are the results to be gained? Well, increased business to begin with, and the pulling power of another line that influences every single member of the community. That is a consideration worth pondering over, it is a consideration that many merchants have pondered over and have come to the conclusion that the combination of the two great food lines was a force too strong to be neglected.

The Experience of Many Merchants

H. L. Charleton of Aylmer, Ont., when spoken to by a CANADIAN GROCER representative, stated that he was going to instal a thoroughly modern butcher department. When questioned as to his reason for considering this change, he stated that he did not like to see his customers going elsewhere to get goods that they could just as well get in his store. That's about the gist of the idea.

W. N. S. Hunter, of Hamilton, has developed an outstanding butchering business in connection with his grocery store. The matter as to whether it pays or not is not guesswork with him. He knows it pays, because he keeps a separate system of stock sheets and accounts for the two departments and can readily verify any suspicion of falling off in this line.

Henry Russell, of Montreal, is another progressive grocer who has a well established meat department. With him the matter presented itself from a different angle. He had the meat business well established and serving a well-to-do neighborhood. It appeared to him that it was a shame to see patrons going elsewhere for their groceries when he could just as well serve them. As a result there grew up the two departments that can provide for practically all the household wants of the housekeeper.

Adopting a Co-operative System

Then there is another phase of the situation. There are merchants who have not considered it wise to launch out in the scheme by themselves. This has resulted in a system of two stores, one a butcher department, and the other a meat department, working together for their mutual advantage. The Park Provision Company, of Montreal, for many years carried on a successful co-operation of this sort. It was a clerk from the store who first opened up the business and carried it along successfully. A swinging glass door connected the two establishments, and gave the idea of it being one single store. In that way most of the advantages of such a union were maintained without any development into a more complicated business. A somewhat similar arrangement is the case with Garner Brothers, St. Catharines, Ont. This firm owns a double store, one half of which is used as a grocery department. The other half was rented to a butcher firm, and an arrangement made with them whereby there should be a kind of community interest. Each department should in a measure be a puller for the other, and should use their best efforts to see that the other was kept well to the fore with their various customers. When the grocery department sent out its delivery and picked up orders, they would also take orders for meat, these orders were in no way binding on the firm, the butcher store gave or refused credit as it saw fit. But on such orders as were delivered, the store paid a percentage to the store getting the order. This was a mutual arrangement and worked very well. Then, too, there was a doorway cut between the two stores, so that they were connected in that way, and a customer did not have to go outside to get from one to the other. In this way, Mr. Garner stated, business had been built up in a most satisfactory manner, and not a little of this progress he attributed to the fortunate association of these two important departments.

This is a proposition that the merchant should not fail to consider when planning his winter campaign.

The attractive interior of the Limoges Bros.' store, Hutcheson Street, Montreal. Note the door opening into the meat department and the glass faced office that serves for both grocery and butcher store.

Double-barrelled Stores Fill the Larder

It Pays to Run a Butcher and Grocery Department for the Convenience of Customers —But There Are Some Details to Take Care of—Some Suggestions From the Experience of the A. Dionne & Sons Co. and Limoges Bros. of Montreal.

MOST retail grocers have met many times the customer who would quite willingly do all her buying for the culinary department in one store. Most grocers are willing to encourage such profitable customers by stocking as many lines of goods as they can to meet the many needs of a household culinary department in full swing. This leads to the addition by the retail grocer of fruits, vegetables and various meats to the stock-in-trade. Gradually the grocer making a feature of his meat department finds that if he stocks the simpler easily stored cooked meats, the ham and cooked beef lines, and the vegetables, his customers get thinking of other meat requirements, and often on a Saturday night perhaps, or on a busy week-day morning a grocer will be asked why he doesn't run a butcher-meat department also so as to save time and trouble for customers.

Some Grocers Make a Success Of It

Some grocers do run a butcher-meat and vegetable department to meet just this class of business and make a great success of it. The feature is growing to some extent in districts where there does not appear to be business enough to attract a butcher running a separate establishment. In combination with a good going grocery store the butcher meat department can be made attractive, and of real service to the community. And it is this sort of service that pays. The experience of one of the busiest combined grocery and butcher meat stores centrally situated in the city of Montreal, however, goes to prove that it is not only in the far out sections of cities that such combined stores prove popular, but also in districts where there are plenty of exclusively butcher meat stores within reach.

Experience of A. Dionne

There is no more strenuously busy store for its size on St. Catherine Street, Montreal, than that of A. Dionne, Son & Co. at the corner of Drummond Street on St. Catherine St. W., Montreal. This store combines grocery, butcher-meat, and fish departments and does a big business in all three lines including of course the fruits and vegetables.

In a talk with Mr. Dionne CANADIAN GROCER learned that the system has been followed almost since the earliest days of this store's business, and always with success.

"People like to be able to buy all they want in one store," said Mr. Dionne. "At least we have found that so far a very long time. We have made it our aim as far as possible to have the goods ready for the customer no matter what she may ask for in the food or provision line. That principle has been a feature of our store from the beginning, and it is a policy that has paid us.

"It is possible for a lady to come into this store from a house in which the larder is absolutely empty—say after the holidays—and to replenish her larder completely without having to go to any other store at all. Our customers have found this and they appear to appreciate it. Almost every customer who comes into the store with an average household order passes also into the butcher meat

department, and orders fresh meat or fish it may be, and also vegetables. The fruits belong to the grocery department.

Saving of Delivery Cost

"The system of placing orders for practically all goods required for the household commissariat with one firm makes for economy in delivery and means a saving to the customer of more than merely time and trouble over a period of time.

"Then there is the matter of suggestion. A lady buying provisions for the household, and thinking of certain requirements for a dinner say, is able by having the goods all within reach, under her eye, so to speak, to make her purchases with less chance of forgetting anything than if she had to go from one store to another.

Departments Not Mixed Up

"Of course the departments are not mixed up together. That would never do. The meat and fish departments are kept separated by a swing door from the grocery department, and the staff handling the groceries do not handle the butcher meat or the fish. Telephone orders involving articles from all departments are handled by the order clerks and the goods assembled for delivery in the swiftest most simple manner."

Deliveries were going out at the time CANADIAN GROCER called and the visitor noted how rapidly the assembling of the various orders was effected, how the neat wooden trays containing each order were checked, and distributed when filled to the right wagons. It took a very short time to dispose of a very large afternoon delivery, and the ordinary business of the store going along at the same time was not apparently disturbed though the store was crowded with customers.

All One Cash System

Mr. Dionne aims at the ideal of having one store for all household food supplies, and under his idea there is no separation of the books of butcher store from the books of the grocery department or fish department. All transactions are business for the store at large. All cash passes over one counter by one system of checks, and when the day's business gets on to the ledgers there is no distinction between grocery and butcher business that could be immediately discovered. But the management of the grocery and the butcher meat departments is under different executive hands. A buyer and manager for the meat and fish departments acts independently of the grocery department buyer and manager, and is responsible exclusively for the business of the butcher and fish department. The buying for these departments is different from that for the grocery department: the management also requires particular attention to perishables.

A Point From Another Store

In this connection it is worth while noting the experience of Limoges Brothers, whose exquisitely neat and clean grocery and butcher stores serve the residential district of Outremont from the corner of Fairmont Avenue and Hutchison Street.

Here again the distinctly separate stores are connected by a doorway, and customers pass from one to another freely. The cash desk is exactly at the doorway, and opens by a cash-window into both grocery and butcher departments. (In the Dionne store the cash desk is in the grocery department and customers paying for meat have to enter the grocery department again if they have already passed through it.)

The point of note in regard to the butcher meat department which was mentioned by Mr. R. Limoges to CANADIAN GROCER is this:

While a butcher meat department is a profitable department to have in the long run, the grocer trying this out for the first time would be well advised to make his start in fall or winter rather than in summer. A grocer running such a department will probably find that the butcher store pays in winter, but may record a loss in summer. This is because of the perishable nature of the goods, and the difficulty of keeping them in perfect condition in warm weather.

Distinct System of Books Shows It

The Messrs. Limoges have made a science of the business of grocery and butcher store in combination, and keep a distinct set of books for each department. This has enabled them to keep an eye on the relative profit and loss of the respective departments, and to discover that the combination is profitable even though there may be losses for a time during hot weather. As in the case of the down-town store mentioned, a distinct and separate management of the butcher store is found to be advisable. Mr. A. Limoges looks after the meats, and does all the buying and management of the department. It is his aim of course to eliminate all loss whatever even in the hot weather, and he has

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A view in the meat department of the Limoges Bros.' store.

The Grocery Department. Note the many modern equipment devices for curtailing the work of the store staff.

Making Equipment Do the Work of Men

How a Saving in Store Help May be Achieved by the Substitution of Mechanical Devices—How a General Store in a Small Centre May be Put on a City Basis of Service—The Many Activities of the T. Critelli Store at Thorold, Ontario.

ONE of the greatest problems that is facing all businesses at the present time is the question of adequate help. It has already become a question of a good deal of moment and is becoming increasingly so with every passing day. It is probable, too. with the taking of so many young men from civilian life that the problem will become so much the more complicated. This fact is one that is causing a good deal of difficulty, and some solution must be found for it.

The T. Critelli Company, of Thorold, Ont., have solved the problem to their own satisfaction. In place of added men this store has added equipment. Everything to expedite the handling and care of goods has been thought of, sanitary display cases that keep the goods constantly under display and constantly at hand, mechanical devices for the better weighing and cutting and handling of goods, each in their own way help to make the work of the store easier, and aid in its rapid accomplishment. In this way the store, according to Mr. Critelli, is amply manned with only half of the staff that would be required under any other method.

The store is a handsome two-storey structure with a large grocery, meat. men's wear and furniture departments, each equipped in a way to make the work of the different departments as easy and at the same time as effective as possible.

The front of the store has two fine display windows with ample depth to provide the most effective display.

The Grocery Department

Entering the store, the customer is faced with two departments. The grocery department is on the left and lighted from two sides. The modern display cases serve to shut this department off from the men's wear department on the other side of the store. The very best of display devices are seen here, silent salesmen for the display of confectionery and fancy goods, display cases for biscuits and fruit, and modern display counters.

Behind this section is the meat department, with a complete equipment of modern refrigerators and all the other devices that aid in the expeditious and economic handling of meat products.

Reaching a Scattered Community

These two departments are, of course, among the most important factors in the store's trade. Situated, as the store is, in the town of Thorold, a town particularly favored for a place of its size in large manufacturing concerns, there is a fine scope for business. The store reaches out over a wide stretch of country for its trade and has built up a fine business on a basis of good service. At the opening of the war the work on the new Welland canal that runs only a block or so from the site of the store was brought to a sudden termination. As there were some fifteen hundred men engaged in this work within a reasonable distance of Thorold it will be readily seen that the cessation of this activity meant quite a blow to merchants of the town. The Critelli Company were, of course, among the sufferers but they figured that there was enough business in the vicinity to provide a very satisfactory trade, and they went after it with a will, so that at the present time the store has picked up a good deal of the trade that was lost through this unforeseen cessation of work. This business, too, is on a surer foundation because it is being done among the stable population of the town and its vicinity.

For one thing the people of the vicinity take a pride in the store that would do

credit to many a larger place, and the very character of the establishment has been one of the most forcible arguments in drawing trade. People like to deal at an attractively arranged store. That is a proposition that has been proved over and over again.

The Men's Wear Department

On the opposite side from the grocer department is the men's wear section. In this department, too, equipment has done its share, not only to make the surroundings attractive but to care for the goods and to provide for their display. Backing against the casing of the grocery department is a long glass-faced display case for the ready-to-wear suits, opposite this again are the cases for neckwear, collars and similar lines.

How the Two Departments Aid One Another

The conjunction of a grocery department would not seem at first glance to be a happy one, but the experience of the firm has proved that it is. As an illustration of this fact it might be stated that one of the chief features of this men's wear end is the business done in boys' suits. Women coming to do their shopping in the grocery department naturally drop into the other department to purchase clothes for the boys of the family, the mere fact that they could do this has been an incentive to the trade. But this is not the only feature of this business. The store carries a large stock of men's suits, and in addition to this does a thiving business in special order suits. This is by no means a small element of business. There are, of course, a large number of workmen engaged in the different manufacturing concerns that are represented in Thorold, and all these men are making good wages, and are ready buyers. As an instance of this the head of the department spoke of selling to one foreigner at one time an order totaling over fifty dollars. This is by no means an uncommon sale.

The well-equipped Meat and Provision Department of the T. Critelli Store.

Appealing to the Men's Trade

This department, too, is a very effective force for drawing business to the store. It is an appeal to the men's trade, and an effective appeal, for the department is quite on a par with the majority of city men's wear stores. The man who purchases his goods here is naturally favorably disposed toward the store and his influence, conscious or unconscious, has been a great element in drawing trade to the store.

The Furniture Department

The second floor is given over entirely to a well stocked furniture department. An electric goods elevator opening on a side door just back of the meat department makes the storing and handling of these goods an easy matter. This elevator also serves for taking goods to the

The Men's Wear Department of the T. Critelli store, Thorold. A department that shows many of the improvements of the large city store.

cellar and greatly facilitates the handling of all the goods in the store. It is but another of the devices that have served to conserve the energies of the store and has made possible increased activity with a comparatively limited staff. The newest addition to the store is a large delivery truck that is used especially in connection with the furniture department. Mr. Critelli believes that, in this department especially, one of the greatest drawing cards is the assurance of a prompt delivery. When people buy some new piece of furniture there is just child enough about them to want to see that bit of furniture in the home. Therefore, this new equipment has been added and it has proved that the idea was a good one. This truck is not used in the general delivery of the store but in connection with this department of the store it has proved itself an invaluable adjunct. There are times, too, when special deliveries are required and the distances are too great for the regular delivery rigs. In such cases this new equipment has proved of great value.

A glimpse in the Critelli Furniture Department.

Keeping Separate Records for Each Department

Though all under one roof and one management, each department is kept separate from the other. Against each is charged a portion of the overhead expenses. The stock is, of course, credited to the department to which it belongs. All sales are similarly credited to the department concerned. In this way a record of each department is always available and it is possible at any time to see whether a department is pulling fair with the rest of the store. In this way if any department is seen to be lagging it is possible to get behind it and speed it up. In other words there is all the advantage of the individual store together with the co-operation that is possible with the enlarged activities of the general store.

The fact that would naturally strike any person visiting the store is the way an establishment of this size could be run, and run effectively, with a comparatively limited staff. The solution of this apparently surprising state of affairs is, of course, to be found in the policy of the store to substitute the mechanical element for the human element wherever possible. This may entail a comparatively heavy first cost but the cost ends there and the service continues. This is a fact worth remembering in these times when the shortage of all kinds of human assistance is so very acute.

The Christmas window of J. F. Funerton, Kelowna, B.C., winner of First Prize, Class B, of the Canadian Grocer's Window Dressing Contest.

Getting the Retailer to Collect Bills

A Timely Consideration for the Fall Campaign—Protecting Accounts — How Confidential Relations With Bank May be Source of Strength to the Merchant.

Editor's Note.—One of the great problems that the merchant is continually facing is that of collections. It is the vital question. Problems of merchandizing are serious enough under present conditions of high competition, but when the goods are sold the merchant is still faced with the problems of collecting his accounts, and on his success or failure in this one thing depends the success or failure of his whole business. Ill-advised credit is the most fruitful source of failure. Just now when the merchant is planning his fall campaign special attention should be given to this important matter. Now is the psychological moment to get after outstanding accounts. The harvest is over, and the farmer has received the money for his crops. He is in a better position to pay his bills now than at any other season. Moreover, all people who are directly or indirectly dependent on the activity of the farm, and there are many of these, are also in a good position to pay. This is a matter therefore that should have the grocer's closest attention during the fall months. The accompanying article that appeared in a recent issue of The Financial Post puts the situation so plainly, and is so full of suggestions that it is reproduced herewith.

THE branch manager who has to do with the small retail merchant is something more than a mere dispenser of credit. After making a loan he naturally becomes interested in the business affairs of a customer, in watching that the "margin of safety" is maintained. He establishes himself as a sort of financial adviser—and if he can make the relations those of a "business confessor" so much the better. Intimate relations between the banker and his customer are to their mutual advantage at practically all times.

Discussing the relations of bank and retailer with a bank manager in a city business district where there are many small accounts, I asked him what he considered was the most important factor in the solvency and stability of the retailer. From the fund of experience of many years in one community, he replied immediately that it was keeping close tab on the charge accounts. The bugbear of the small retailer, in his opinion, is the uncollected account—which so often becomes "uncollectable" after being "uncollected." He referred to an instance which emphatically covered his point:

"Only this morning there was a grocer in here who was bemoaning the disappearance of a customer who owed him $70. He had given up hope of making the collection. I figured out for him that on the amount lost—lost to all intents and purposes from his private pocket—he had dropped the return on, say, $700 of business. When he started out to figure what $700 business meant in his store and what it would mean in time and effort to get new trade to that extent I think he caught my point that there was as much profit in checking up current accounts as in developing new ones."

The bank manager must of course recognize that the average retailer is in competitive business, that he must make certain credit allowances, and that he cannot always make hard and fast rules. But the fact remains that it is the experience of branch bankers who have been in their fields for years that the great majority of failures which have come to their attention have been the result of loose credits. The manager I have referred to impressed upon the retailer at all times the necessity of watching accounts. System is of course necessary but it need not be elaborate; the trouble is that too many small merchants have practically no system whatever.

In a general way the rule is good that, when a man has a weekly account, he should be asked to pay at the end of that time and that there should be no further credit unless there is ample explanation and assurance. The same would apply to a fortnightly account or to a monthly account—although the latter should not be encouraged unless there is a good understanding between merchant and customer. Also the manager may quite well advise the retailer to keep an attentive ear for news concerning his customers; changing conditions as regards local industries or personal affairs may often have a direct bearing upon the customer's proper current rating.

The foregoing merely illustrates one way in which the manager may exert an influence in the affairs of the retail merchant customer. The opportunities are frequent for suggestions or advice along practical lines, which will not only improve the account for the bank but will permit of better financial service by the bank to the customer as well as tend to increase the latter's business profits.

In many respects the small merchant makes errors of neglect or thoughtlessness which may have a direct bearing upon his credit standing with the bank and with the trade. For instance there is the reluctance—in some cases amounting to repugnance—in giving particulars about business affairs which are recognized as essential in establishing a business standing. These may be such as asked for by the mercantile agents for trade circulation or by the bank manager for confidential guidance in making a credit recommendation.

A manager told me the other day that the attitude of some merchants towards the representatives of Duns' or Bradstreet's was astonishing. They did not seem to recognize that these institutions were giving a service which had become to be a matter of routine with business generally and that they themselves were the only ones to suffer from failure to give proper information. There were business men "along the street" said this manager, who were in comfortable financial positions who were much more poorly rated than they deserved merely because they assumed a frigid attitude when the representative of the mercantile agency made his call.

This attitude is often maintained by applicants for bank credit. In such cases it becomes necessary for the manager to explain that he must have a candid statement of the customer's affairs. This may involve a verbal explanation or an auditor's statement and may often make it necessary for the manager to make some practical suggestions to a business man as to simple but effective methods of keeping track of his affairs. On the other hand there are many such cases in which the manager's knowledge of the standing of the individual in the community and his reputation for business integrity may be the deciding factor in recommending a loan which for another client with an evidently sound statement would not go through. Then of course the object for which funds are being raised is very important.

The question of the confidence of the bank in its customer is a matter which managers should discuss candidly. In many cases the retailer is not absolutely honest with his banker and in the long run his credit suffers. I know one manager who used to emphasize the point of the necessity for straight statements by telling the retailer that he stood in the same relation to the banks as his customers stood to the trade. The citizen who is not scrupulous may "jump" one account and go to another store but eventually if he keeps it up he will lose

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The Kent Brown Company, Moose Jaw, Sask., Christmas window dressed by Harold Crane, winner of Third Prize in Class A.

Keeping Frost From Windows

Solutions of Retailer's Perplexing Problem in Winter-time—Adequate Ventilation Best Preventative of Heavy Frosting.

ONE of the difficulties which winter time annually presents to the retailer appears to be the elimination of frost from display windows, and, though there has been much written on the subject, CANADIAN GROCER has been in receipt of many inquiries recently regarding the matter. These letters are from retailers who are taking time by the forelock and are preparing well in advance.

There are various remedies suggested for the frosting of windows, and these are roughly divided into two parts. In cases of slight frosting, the trouble can usually be eliminated by the rubbing on the window of preparations such as alcohol, glycerine and water, ammonia and salt water, or alcohol and water. Where windows do not frost over very heavily, it is also possible to keep the glass clear by throwing a strong current of air over the inside with an electric fan. The current of air should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much as possible of the surface. In large windows two fans should be used.

Cause of Trouble

It might at this point be as well to define the cause of the frosting of windows, which in cases of considerable difficulty necessitate much more drastic measures than those previously enumerated. The windows frost over because of the difference in temperature in front and back of the glass. If the air in the window is warmer than that outside, there will be condensation of moisture when it strikes the glass. Thus the point is to make the temperature on both sides of the glass as nearly the same as possible.

The windows should be enclosed, the back, sides and floor being practically air-tight so that none of the warm, moisture-laden air of the store or basement will find its way in. Sometimes this will be all that is necessary, but in exceptional cases of heavy frosting it will be necessary to go further and have some form of an opening just below the glass to admit cold air into the window, and openings in the top to let out the warm air. This circulation of air from outside will keep the temperature of the inside of the glass much the same as that outside.

Old Windows

There are several ways of ventilating windows already installed. When the floor and background have been made thoroughly air-tight, the window should be ventilated by boring holes through the sash. about 1 inch in diameter, with corresponding holes in the upper sash of the window placed from six to twelve inches apart. If the glass is so set that there is no wooden sash to bore through, it will be necessary to instal air ducts from the base of the window up through the floor.

Some windows are built in bay window style protruding over the sidewalk, and in such cases all that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding holes in the ceiling of the window. This often provides the necessary ventilation, but it will be necessary to put a tin cover over the roof holes to prevent rain entering.

Open Back Windows

In cases where windows are used which are not enclosed, it is impossible to use the ventilating system as a preventive of frost. In such cases the only remedy suggested is to get as much heat next to the glass as will render the glass too warm for frost to accumulate. To do this, some stores use electric heaters, oil heaters and gas, the latter in numerous small jets from a pipe run along the lower sash.

A Novel Idea

Another suggestion, which is both simple and very often effective, is to place pots of unslacked lime in the window as near the plate glass as possible. These can be made to appear as part of the display by using jardinieres or other containers, and the design of the window need not be affected. In large windows there should be three or four such jardinieres. but in smaller windows one or two will suffice.

BEANS

Builders of Brain and Muscle, They Uphold Their Ancient Traditions, by Assuming an Important Role in the Present Struggle.

By James M. Binkley

WERE such a performance possible, the autobiography of a bean probably would start with the vegetation that began to sprout from sleeping seed in the earth immediately after Noah disembarked on the sterile crown of Mount Ararat.

Humble, then, the bean is not. And the cheapness has ceased for the present. Beans for planting cost farmers this season from $10 to $12 a bushel. The food price at retail was considerably higher.

It lies in no man's mouth, therefore, although it may be filled with porterhouse steak, irreverently to refer to the bean, red, white, mottled or black, or whether it be baked, boiled or made into soup.

On the unread surface of the bean are the records of mighty events that occurred before man learned to write on barks, skins and obelisks. Moses ate beans; as did Abraham, and, doubtless, Cleopatra.

Races have come, ruled and vanished, but the bean, always here, is here yet. Napoleon fought and Shakespeare dramatized and Hannibal marched over the Alps, but they perished from the face of the earth; yet the bean is nourishing millions of soldiers along the edges of Belgium and France. Writers, poets among the rest, notably in the neighborhood of Boston, are sustained and inspired by the protein stored within its depths.

The carob beans, Wilson, the British writer on agriculture, has said, were once supposed to be the locusts eaten by John the Baptist and, consequently, have been called "St. John's bread." But John was a modern character when compared with Pythagoras, who lived about six centuries earlier.

"Shun the bean," exhorted that ancient philosopher, addressing his Grecian followers. Interpreted into modern terms, "Shun the bean," meant "Leave politics alone." In those days, both among the Romans and the Greeks, ballots were beans and were cast into helmets at the election of magistrates.

A white bean was the symbol of one candidate, a black bean the symbol of another candidate and so on. There must have been scandals, the stuffing of helmets with more beans of one color or all colors than there were citizens in the precinct and, possibly, the open purchase of a virtuous and enlightened electorate to the shame and anger of high-minded reformers like Pythagoras.

Anyway, his "shun the bean," or his robust words to that effect, seem to imply that the politicians of 550 B.C. were no better or smarter than were the politicians of a much later period.

"I redeem myself and my family by these beans," solemnly and hopefully chanted the ancient Roman, while, as he stood at the tombs of his fathers, he threw black beans over his head nine times. He had washed his hands three times, and had placed flowers, food and gifts upon the graves. If it were night, he had a lighted torch or lamp, that his ancestors might fall into no error as to his identity and redeem the wrong persons.

Yet among the early races of men a white bean stood for absolution and a black one for condemnation. This evidently is the origin of the practice in clubs and secret societies of voting out objectionable applicants for membership by the process known as blackballing.

"If he gives me peas," runs an old French proverb, "I will give him beans." Otherwise, if he hits me with a brick, I will cudgel him on the head with my stick. "Not to know beans," says the most scholarly of modern dictionaries, means the same, in the measurement of ignorance, as "not to know B from a bull's foot."

"Beans," a pioneer from the North told Professor Lee Cleveland Corbett the other day, "conquered Alaska. We would cook a batch for ourselves," he said, "and a batch for the dogs and put them in long, shallow pans to freeze. After they were frozen we would break them into pieces, like peanut candy, and carry them in bags on the sleds.

"The beans were thawed by a spirit lamp and for three months at a time were about the only food we ate. But for beans, Alaska would still be an unknown wilderness in the snow and ice. I am glad to meet," he said, "the expert who is developing the bean industry of the United States."

Coming straight to the facts, Professor Corbett is a horticulturist and not a bean specialist, although he knows more about beans than does any man in the country, or possibly anywhere else. A Cornell graduate of 1890, and a teacher of horticulture and forestry at that and other universities, he became an official of the Department of Agriculture, in Washington, sixteen years ago. He was, besides, the horticulture editor of Century Dictionary and of the International Cyclopedia.

Beans are now a large item in the long calendar of his work. He knows them by colors and countries, by shapes and sizes, and understands them whether they be green or dried. An imaginative man, as well as a scientist, he sees in the bean the wars of the past and the philosophy of the centuries.

When the victorious banners of democracy float over the world it will be well to remember the part beans have taken in behalf of the people.

The human race, it is said, originated at a certain place. Thence it spread until it covered the

earth. White men and red, black men and yellow, traced backward far enough, center in one spot and belong to the same family. Man, after all, is local. The bean, however, is universal. Its home is where it grows and it grows almost everywhere, except in the precincts of the North Pole. It is a native of India and Japan, and also of the United States and Europe.

The bean, therefore, is worthy of the study and sentiment of Professor Corbett's best moods. He does not idealize or personalize it, imitating other men who over-endow their favorite animals or vegetables, but he believes that the invincible bean put down the Civil War, whipped Spain in 1898 and is now beating the Huns to their knees in the dust.

"Up to 1861," he said to the writer, "beans were not used much in this country. Railroads fifty-seven years ago were crude and found it difficult to supply the Federal armies with guns, ammunition and clothing and bulk was eliminated so far as possible in the matter of food.

Beans, with pork, are very nourishing, and northern quartermasters began buying them and shipping them to the soldiers. When, at the close of the war, the soldiers returned to their homes, their appetite for beans, created in camp and on the march, soon made itself felt in the market. There was a demand for beans and farmers began growing them.

"The bean industry was established by the Civil War, as was the industry in light-colored smoking tobacco. Union soldiers found a new tobacco in North Carolina which they liked and which they tried to buy after the war closed.

Magistrates were elected in Greece and Rome by the casting of beans into helmets.

"A Confederate soldier, riding a blind mule and having fifty cents in his pocket, traveled back to North Carolina, when Lee surrendered at Appomattox, and began cultivating and curing the particular kind of tobacco that the Federal soldiers had found so satisfactory. His business grew and he became a millionaire. The son of this man organized the largest tobacco company in existence, with branches in Great Britain and in other parts of the world.

"Beans made no millionaires but they increased the prosperity of farmers in the North and in time became a valuable crop throughout the South. The men in blue and the men in gray, while fighting one another, joked about beans and sang humorous songs about them, and also about fat pork, but they knew the food value of both and the dietary habits they acquired as soldiers were not given up when peace was restored.

"The soldiers of the regular army have eaten beans for years. They ate great quantities of them during the Spanish war and on the Mexican border and are eating them now in France. British and French soldiers are living on them, and the American product, at that. When the banners of democracy are seen floating all over the world it will be well to remember the part that the bean has taken in behalf of the people in their battle with kings and emperors and their divine rights.

"The acreage in beans a half century ago was small," Professor Corbett went on. "It has been growing, however, from decade to decade. The yield last year on 948,000 acres was 8,846,000 bushels, as against 928,000 acres in 1915 and a crop that totaled 10,321,000 bushels.

"Many foreign buyers were in the market last season bidding for a crop that was 1,855,000 bushels less than the crop of the previous year. The farm value of beans, therefore, increased from $2.59 a bushel in 1915 to $5.06 a bushel in 1916.

"Farm value means the price that the grower receives. Very few, if any, consumers bought beans even for $6 a bushel. The price mounted higher and higher as the stock disappeared from the market. It would be supposed, naturally, that the acreage this year would break all previous records. The dearness of seed, however, has worked, in my opinion, against such a theory. Seed sold as high as $12 a bushel, or twenty cents a pound.

"Then in several states the weather for beans has not been favorable. My old home is in western New York, where the farmers who once grew wheat have become successful producers of beans. One man whom I know was driven off his bean land seven times early this spring by rain."

"Why didn't he stay off after, say, the fifth time?" the interviewer asked.

"Now," Professor Corbett answered, "you are trying to lure me into the bogs of psychology. Why doesn't a merchant shut up shop after a great disaster? Why do Wall Street men speculate in spite of a long succession of wrong guesses. Your question is no easier to answer than either of mine.

"A wheat man sticks to wheat, a corn man to corn and a bean man to beans. The buyer of railroad or industrial shares never knows what is going to happen. All that he can do is to think and hope.

"It is the same, practically, with all sorts of business men. But the farmer faces more uncertainties than does any one else. The cost of making a ton of pig-iron, in normal times, can be ascertained in advance. So much is figured for coke, ore, labor, overhead and so on.

"The ablest farmer in the world, however, cannot estimate beforehand what it will cost him to produce a bushel of beans or a ton of hay. Floods, dry weather, wind storms, frosts and insects are beyond human computation. The labor of a whole season can be lost in an hour or over night. Farming, in short, is the most exciting business known to civilization."

"But the farmer looks calm and his physical motions would indicate that his mind is at peace with the world," the interviewer observed.

"The result of reaction," Professor Corbett answered, "after years of ups and downs. If the farmer surrendered to defeat or permitted his nerves to master his determination the country would perish from hunger. The bean grower in New York who was chased off his field seven times illustrates his class. Courageously he returned to his plow and in the end planted his crop.

"It is said that Wall Street operators like excitement. If

such actually is the case they can get more real action of that nature on farms than they can in brokers' offices. Studying the sky is just as uncertain as studying a blackboard filled with quotations. And more healthful to those so engaged and more useful on the whole. If speculators would turn to agriculture, beans, especially, they could obtain all the pleasures of the chase and at the same time help to bring down the cost of living.

"But our dialogue," Professor Corbett remarked, "pertains to beans. The bean states of this nation, with their rank, are as follows: Michigan, New York and California, which are the big three of the group; and Wisconsin, Maine, Virginia, North Carolina, Tennessee, Missouri, Minnesota, Illinois, New Mexico and West Virginia.

"In Michigan and New York beans are as staple a crop as was wheat a quarter of a century ago. They pay better than wheat and, drawing nitrogen from the air, keep the soil in good condition. New Mexico and Colorado are rapidly becoming two of the best bean-growing regions in the country. Other States, perhaps, will increase their crops. There is room for expansion.

"The year before the war, that is in 1913, this country produced eleven million bushels of beans. The Russian crop was twelve million bushels, the Japanese crop twenty million bushels and the Italian crop twenty-three million bushels, which was more than twice the size of the crop in the United States. British India grew one hundred and twenty-four million bushels and Great Britain itself nine million bushels.

Civil war troopers who had been fed on "pork and" carried home their appetite for beans.

"Americans should add more beans to their diet. Beans are rich in protein but lean in fat and, therefore, they are usually cooked with pork. They are nourishing and beans and bread take the place of bread and meat. They are natives of this country. The Indians ate them along with corn, also a native product, after which, presumably, they filled their pipes with tobacco, another strictly American plant.

"The mound builders of Ohio had holes for their waste and rubbish. Antiquarians, exploring the holes, have found quantities of beans burned in cooking. The squaws were gossipping, perhaps, and let their earthen pots boil dry. Burned over, and thus sealed up, the beans were preserved for ages and are now in a museum.

"No man, so far as I know, ever saw a wild bean, nor a wild corn stalk. All beans, however, once grew naturally in this country and in Mexico and South America. There are white, red, gray and mottled beans and black-eyed ones. Those that are baked, boiled or made into soup are called field or dried beans. Then there are lima beans and garden, or string-beans, which are eaten, pods and all.

"One of our men sent us a hundred varieties of field beans from South America. New varieties are created by planting different kinds of seed in the same field or garden.

"Farms of a thousand acres and several of fifteen hundred acres are producing beans in California. The average yield for the country last year was about nine and a half bushels, as compared with eleven bushels of 1915. A good crop is sixteen bushels, although the yield occasionally goes as high as twenty-five bushels and even forty.

"Usually a grower is through with his beans after they have been threshed and sacked. Much remains to be done, however, before they are ready for the consumer. They must be cleaned and graded. A fan blows out the sticks and straws and another machine removes the split seeds and stones. Discolored beans are picked out by hand. Women generally do this work. Each bag is graded into three sizes—large, small and medium. Small beans bring the highest prices.

"When discouraged, plant beans. There is no widely adapted garden crop that will do so well on poor soil and nothing that is nearly foolproof as beans. The limits of the planting season also are elastic. The gardener may give his backward onions or beets another chance to make good and still have time to fill in their places with beans if they fail. Beans of the garden and field sorts may be planted in the latitude of Washington for a mature crop until the middle of July. In the latitude of New York throughout June.

"The farm value of beans in 1900 was $1.51 a bushel. Before the war of 1914, the value to the grower had more than doubled. Considered in terms of money, the bean is no longer a plebeian but a plutocrat."

The article reprinted above appeared recently in *The Nation's Business*, and is republished herewith because of the valuable and interesting way in which the history of one of the most valuable of food products has been dealt with.—*Ed.*

HONEY AND ITS USES.

It is estimated that over 300,000 tons of honey are produced in the world each year.

And no substitute for honey or artificial means of preparation have as yet been found.

Honey is both vegetable and animal in origin, and contains about 20 per cent. of water, 75 per cent. of reducing sugars, such as dextrose of evulose, 25-100 per cent. of ash, and the balance of other components.

It is variable in color and quality, the product of one district excelling that of another, and is commercially classified as follows:

First.—Combed, or that which is contained in the cells of combs.

Second. — Extracted, or that which has been separated from the uncrushed comb by centrifugal force or gravity.

Third. — Strained, or that which has been removed from the crushed comb by straining or other means.

In color the best grades runs from clear, almost colorless to pale yellow, and the flavor depends upon the nature of the tree, plant or flower from which it is taken.

With age honey turns considerably darker in color, but both honey and comb will keep indefinitely without suffering decomposition.

The wax is extensively employed in the manufacture of wax candles and tapers, varnishes, paints, polish for pianos, furniture, carriages, floorings, various kinds of glazed and ornamental wall papers and artificial flowers. Electrotypers adapt it to the forming of moulds, and in the machinery trade it is used as a preservative against rust. Laundries are great consumers of wax, which is used as a polish in the finishing of starched articles.

All pure honey will candy if exposed to cold temperatures. The fact that it does so should therefore not be looked upon as a disadvantage. There are very many people too who prefer it in this state. It may be readily returned to its original liquid state by immersing the tin or jar in warm water and leaving immersed for a time.

An effective window display of Island & Bamford, Toronto. The groundwork is arranged in conventional patterns set out in bright colored nuts and candies. The display was the winner of second prize in Class A, Christmas Window Contest.

Seasonable Specialties to Increase Sales

What is Featured by Canadian Grocers—Importance of Timeliness in Urging Sales—Some Novel Suggestions for Bigger Business.

"DO YOU specialize on any particular line of goods during the winter months?"

This query, sent out by CANADIAN GROCER to a number of grocers throughout the country has been responded to, and the verdict goes to syrup, fish and rolled oats, as constituting the lines most popular during this season. Following closely in order are dried fruits, honey, canned goods, oranges, vegetables, flour, tea, coffee, cured meats and apples, each enjoying popularity in measure with the demands of their respective provinces.

The popularity of syrup is due in part to its being both seasonable and reasonble, but a suggestion which may be even more responsible than two factors, is that it has proved a wholesome substitute for butter, which naturally makes it welcome in many homes. No special reason has been advanced for the popularity of the other products which head the list above, though it is generally agreed among the majority of dealers that each finds a ready sale during this season and there is found to be very little waste in connection with them.

Some valuable suggestions are also forthcoming in this connection which may prove instrumental in "bucking up" the sales of other members of the trade.

Always a Feature

E. A. Kellaway, of Belleville, believes in having something to feature at all times and something in season. He has a few feet in front of his store which he has used to good advantage and which, he claims, has sold a much greater quantity of goods than he could have hoped to have sold in his former premises right on the main street of the town. The opportunity for display offered by that few feet in front of his store, sold 170 baskets of peaches in one day for Mr. Kellaway, in addition to disposing of ten to twenty bushels of tomatoes, 150 watermelons, two hundred muskmelons and many other vegetables.

"I believe that the people like to see quality and quantity" says Mr. Kellaway.

When the cold weather set in, the value of the display space did not cease but was responsible for selling well on to two carloads of potatoes. A good business was also done by Mr. Kellaway in canned goods and dried fruits which he purchased from last year's stock on the advice of CANADIAN GROCER.

Mr. A. Drolet of Quebec has a distinct "eye for business" which is responsible for his large sales of coffee. He believes in encouraging a taste for coffee in his customers by allowing the fragrant aroma from his grinding machine to circulate freely in his store. A table, neatly and cleanly arranged with samples of jellies in moulds, has also been responsible for many sales of this article.

A "Special Sale"

J. F. Miles, of Sydney, N.S., has had good success in his adoption of a special sale in January of each year. Coming just after stock taking Mr. Miles sees a good oportunity of selling off at bargain prices lines in which he is overstocked and also lines which are selling light. The sale also is found to bring many new cash customers and to give the credit customers an annual treat. In addition Mr. Miles says it helps his prestige for selling at right prices.

A. McGillvray, of Brechin, Ont., believes in winning the confidence of his customers, and finds that they are always willing to take his advice when he shows some consideration for their interests. In conversations Mr. McGillvray talks over the relative food values of various products and their prices and does some figuring for his customers, pointing out the most reasonable articles of food which give the best value.

The specializing operations of one member of the grocery fraternity have been of such a character as to warrant the breaking into the field of poetry, and Mrs. J. B. Heritage of London has replied in the following verses:

"In answer to your questions,
Received by mail to-day,
On what goods do you specialize?
And does this system pay?

"With the high cost of living,
Goods always on the rise,
'Tis hard to classify the goods
On which to specialize.

"We specialize on oatmeal,
And we specialize on soup,
And we specialize on remedies
For children with the croup.

"Because the sale of oysters,
Potatoes, eggs and butter, too,
Are small. They are so high in price
Our customers are few.

"The food sells best in winter
That will fill you up the most,
Cornmeal is good for 'Johnnie Cake,'
Codfish for 'quail on toast.'

"What measures did we then adopt
To sell goods of this line,
We read the CANADIAN GROCER,
They'll tell us every time."

CANADIAN GROCER

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UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—G. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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PANICKY BUYING ONE REASON FOR HIGH PRICES

IN these times, with half the world at war, with the resultant lack of supplies and increased demand, and with the congested state of world shipping, there are bound to be scarcities in many lines of food. This is a danger that can be estimated and faced. There are a certain number of people in the country and a certain amount wherewith to feed them. But when any considerable portion of these people become touched with the feeling of panic, and commence buying in excess of their ordinary demands, then by just so much do they make it impossible to govern the situation. Panicky buying is one of the great dangers to be feared. It may start from an ill-judged word, just as a run on a bank may start, with the bank in the best of financial conditions. Such a run on the food supplies of the country is often started, with no good and sufficient reason, but once started it actually produces the condition feared. Here is one of the reasons for scarcity, one of the causes of high prices.

How can the merchant help to govern the situation? By a thorough knowledge of the situation, by a perfect frankness with his customers, and by being able to advise them to their own advantage, and to the advantage of the public as a whole.

HOW TO MAKE MONEY GROW

IN the October issue of *Conservation,* a monthly bulletin published by the Commission of Conservation, Ottawa, the above heading draws attention once more to Canada's War Savings Certificates, which can now be purchased by even the small investor. The bulletin goes on to state:

"War Savings Certificates for the small investor are almost too good to be true. They are so good that the Government will not sell more than $1,500 worth to any one person. They yield over five per cent. on the investment, may be redeemed at any time, and have the whole Dominion of Canada back of them as security. In other words, they have all the advantages of a savings bank account, but have greater security behind them and yield over two per cent. more.

The following table shows how money will grow in three years if invested in War Savings Certificates:

$	8.60	loaned	now	grows	to...	$ 10.00
	21.50	"	"	"	" ...	25.00
	43.00	"	"	"	" ...	50.00
	86.00	"	"	"	" ...	100.00
	430.00	"	"	"	" ...	500.00
	860.00	"	"	"	" ...	1,000.00
	1,290.00	"	"	"	" ...	1,500.00

There are, undoubtedly, many who have not looked at these certificates in this light, and will be glad to have before them details relating to the investment necessary to securing returns.

THE NEW WAR LOAN

CANADA is about to call for another War Loan. It is necessary to raise funds to meet the increasing cost of maintaining the Canadian Expeditionary Forces; it is necessary for supplying additional credits in Canada to enable Great Britain and the Allies to continue to purchase agricultural products, munitions and other war supplies in Canada.

The safety of a Canadian Government Bond is secured by the entire resources of the country, the safest security obtainable—in fact, you really hold a mortgage on Canada, one which will pay you a much higher rate of interest than can be obtained on any other equally or nearly as safe security.

There should be a Bond in every household in Canada. This is a privilege and a patriotic duty, and it is to be hoped that every individual in Canada will secure a Bond or at least a War Savings Certificate.

The money markets of the United States and Great Britain are practically closed to Canada now and the Government cannot count on the large subscriptions from outside of Canada that were secured in the preceding loan. The necessity of everyone doing his or her bit must be emphasized.

You do not necessarily tie your money up for 20 years in buying a bond. It is negotiable and this feature should not be overlooked. Canadian Government Bonds can be sold at any time or can be used as security for temporary advances from a bank. The purchaser can get his money back (through a sale) whenever he wants it.

ILLEGALITIES IN TOBACCO SALES

IT HAS been drawn to our attention of late, that many merchants who sell tobacco are removing the tobacco from its original container and displaying it in some other way. Doubtless all the merchants doing this are unaware that in so doing they are doing an illegal act and rendering themselves liable to a heavy fine, and all the inconvenience incident upon legal proceedings.

The law states that tobacco must be sold from the container in which it was originally packed. Cases of plug tobacco bear on the case the government revenue stamp, and as long as these goods are not disposed of this box with the stamp of the inland revenue department must be retained so that any government inspector may assure himself that the revenue tax has actually been paid. Where this tobacco is removed from the original container, the person so removing it renders himself liable to a fine of $50, in addition to the seizure of the tobacco.

These containers are the best system of preserving these goods in any event and the merchant would not be well advised to change them into other containers, even were this law not in force.

In this connection too it is well for the grocer to know that it is necessary to secure a permit before a tobacco cutter can be used in a store. The store having such a cutter without a permit renders itself liable to have the cutter seized by the first inspector who happens to visit the store.

THE MARKET VALUE OF COURTESY

IF YOU were to ask any well informed person as to the reason why people change the store at which they have been accustomed to deal, the answer would probably be because of some failure to provide the quality of goods that the customer desired. That would seem to be the logical inference, but it is none the less incorrect. Some time ago a business agency propounded this question to 120 persons who were known to have changed from one store to another. Of this number, only one had changed because of dissatisfaction with the quality of the goods. Indifference of salespeople headed the list, and attempts at substitution came next. Here is the complete list of reasons given for changing together with the number of cases ascribed to each:

Indifference of salespeople	47
Attempts at substitution	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople	16
Insolence of salespeople	16
Unnecessary delays in service	13
Tactless business policies	11
Bad arrangement of store	9
Ignorance of salespeople concerning goods	6
Refusal to exchange purchases	4
Poor quality of goods	1

It appears from this that honest methods and courteous service are unquestionably the greatest elements in retaining the good-will of the customer, and the item of courteous service seems to stand at the very top of the list.

That is a thought worth considering, Mr. Grocer. Your business systems, your goods and your honesty, may be beyond criticism, yet the discourteous word of a clerk, the appearance of indifference to a customer, or the failure to give prompt and courteous attention, may offset all these and make them of no effect. That is a point for your earnest consideration.

THE MERCHANT AND THE LOCAL PRESS.

FROM the current issue of PRINTER AND PUBLISHER, we republish the following extract from an editorial entitled Eaton's Advertising. The reader will do well to ponder the suggestions contained therein, for they touch the very heart of the danger of the growing mail order house propaganda.

The Eaton advertising is getting into daily and weekly newspapers that aforetime declined to insert this advertising, and in some cases the publishers frankly state, in their own columns, that the reason is that local merchants will not support the local newspaper adequately.

The publisher is often in a most trying position; he wants to be loyal to his own community, and yet he must make both ends meet. If local merchants will not give him the necessary encouragement, by the purchase of his white space, to remain loyal to his own community, then the publisher may have, for self-protection, to accept the advertising of the big mail order houses.

Perhaps the publisher is blameworthy along with the local merchants for the advertising apathy; he may have done little to foster or implant the advertising spirit; he may not be doing what he can to make local merchants' advertising effective; he may not try very hard to set up advertising attractively; he may be producing so feeble a newspaper that advertising in it is pretty nearly wasting money.

One thing should be very clear to both publishers and local merchants, namely, the more a community shops with mail order houses, the poorer the community must become as a trading territory. The salvation of a country weekly or a small city daily is a great volume of local trading, with its accompaniment of local newspaper advertising, and a good local and tributary population. The foe of local trading is the metropolitan department store with its highly-organized mail order department. The centralizing of buying in big centres is bad for community growth and prosperity; and a community without busy local trading centres declines in half-a-hundred different ways.

The presence of the Eaton or Simpson advertising in a small city daily or country weekly newspaper is a pretty reliable sign of community retrogression; and this applies to Saskatoon just as it does to Thessalon.

DOUBLE-BARRELLED STORES FILL THE LARDER

(Continued from page 100)

achieved this by scrupulous care of the perishables, and by judicious buying. But the warning passed on by the firm for the benefit of others anxious to embark on the butcher department enterprise is based on experience.

A Distinctive Detail

In connection with telephone orders for butcher meat combined with grocery goods it is interesting to note how carefully the bookkeeping system adopted by the Limoges Brothers is adhered to. The grocery department buys from the butcher department the meat or vegetables required at exactly the market price for the day, and the exact record is thus kept on the cash-slip so that the department books are maintained accurate as to the details of the business done.

Vegetable orders go to the butcher department: fruits are on the grocery side. The checks for the butcher department are on a different color of paper from the checks for the grocery department so that the day's business is easily segregated when it comes to enter up the books.

Heavy For One Manager

All the advantages of delivery, of convenience to customers, and of profitable business for the grocer are found to prevail by the Limoges Bros. as well as in the other case mentioned, but it is the opinion of Mr. Limoges who has carried the responsibility of both departments at times when necessary, that for a retailer making a start in this double line, the difficulties are rather heavy for one man to cope with unaided. Success is better achieved with two men each managing his department.

Hill & Co., grocers, Ottawa, have sold out.

L. Payne has bought the business of J. Lanthier, fruit and vegetable merchant, Bonsecours Market, and is carrying it on as a wholesale and retail business in the same line.

—Courtesy of the Fruit Despatch Co.

Have you ever seen a more effective fruit window than this one devoted entirely to bananas? The background is a colored lithograph of banana land; the centre is a real banana palm, and the card in the centre gives a cogent suggestion for featuring bananas by the pound.

The Xmas display of D. D. Campbell & Co., Kelowna, B.C., winner of second prize, Class B, of the Window Dressing Contest.

System in Credits and Collections

Inability to Collect Accounts is Greatest Handicap to Business — U.S. Gov't Opens Campaign Against Long Standing Accounts

AN up to date credit system is said to be the best tonic a business can have, because there is seldom a time it fails to do its work. It is a sure cure. The kind that is lasting and most appreciated. Why, think what would merchants do without such a Godsend. It would be impossible for them to conduct a store without some kind of a system to protect their business. And yet many grocery merchants continue to do business in such a manner as to encourage their own disaster by allowing a defective system of credit to prevail in their businesses which is responsible for its percentage of bad debts each year.

The greatest handicap that a business dealing with the consumer has to carry, is its inability to collect its accounts with any degree of certainty. It is the retail man who suffers most for slow pay and no pay is the bane of his existence.

People in small cities and towns are the chief sources of trouble in this respect, and it is therefore the merchant located in small centres who should pay the strictest attention to the matter of extending credit. The class of people in such districts usually let their accounts run far beyond their means of paying and the merchant must bear the loss. Really the merchant seldom gives his bad accounts the attention they merit for he is too busy supplying the wants of his live customers to devote much time to the slow pays or to push collections from the dead ones.

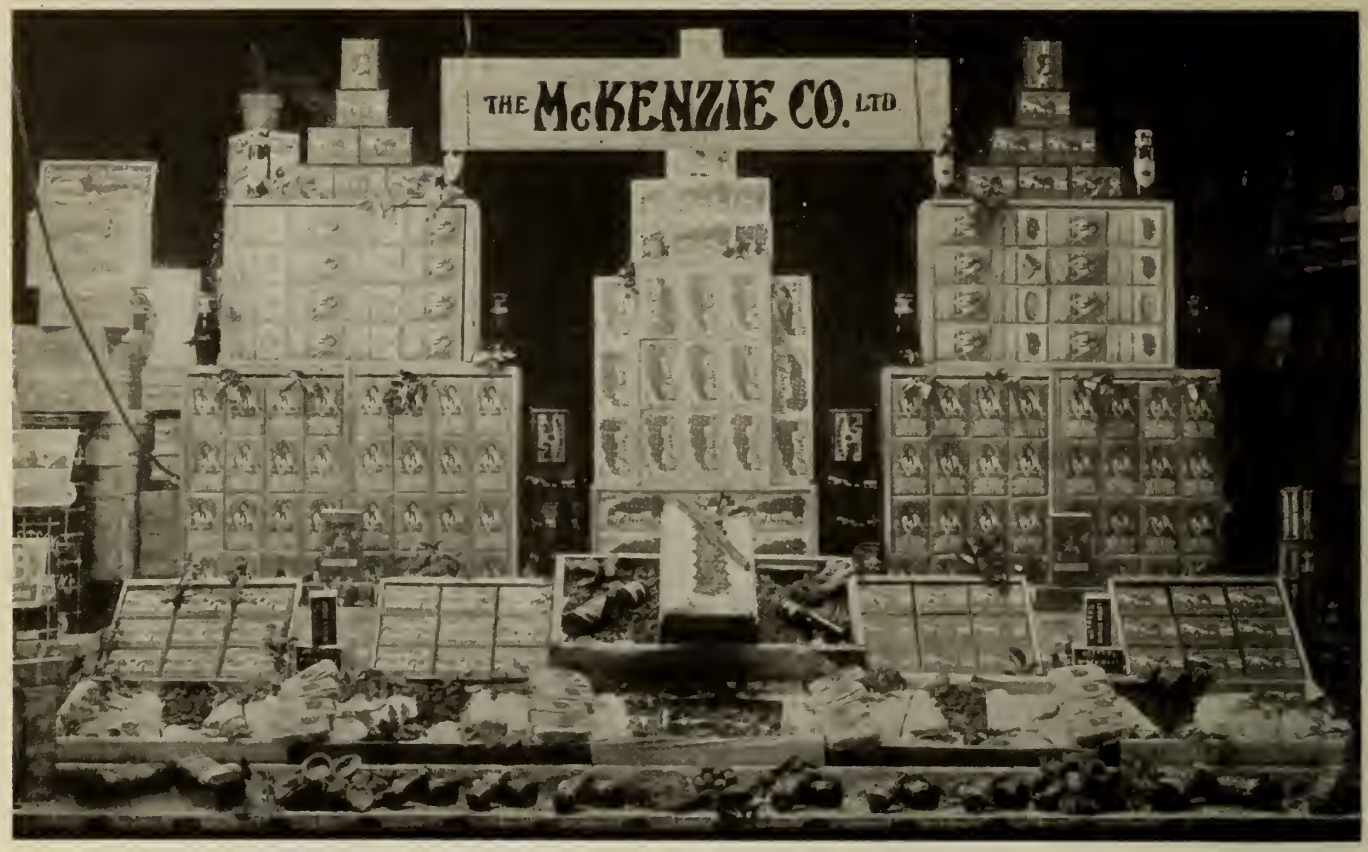
A country-wide campaign for economy is on and what is more fitting than that the merchant should push for the prompt payment of long standing accounts and thus release much tied up capital? The National Food Administration of the United States has felt the importance of this movement and is quoted as saying that "the waste and loss from the credit evil can hardly be over estimated." This body further announces that 40,000 traveling salesmen for wholesale grocers and jobbers in food articles will be enlisted in a campaign for economy and energy in the grocery business. The salesmen will seek to persuade retailers to shorten their credits and wholesalers will follow the same policy for retail dealers.

Certainly if the wholesale grocers tighten up on the credits with the retailers, the retailers must receive their money from their customers; it is a case of tightening up all along the line and if the tightening up is not simultaneous and equal it will be hard for the retailers. The pressure must be entirely equalized.

It is also a well marked tendency to discourage unnecessary grocery delivery service in order to release men for the army and war industries, as well as in the interest of economy in doing business. This feature is being taken up actively by retail associations everywhere and undoubtedly the movement will result in an entire overhauling of the grocery delivery system to conform to the demands of the times. Within the past few weeks the recommendations of the Board have been carried out in 80 different cities with a combined population of about 14,000,000 people.

Reap While Harvest Is On

While Canada is enjoying its present high degree of prosperity it is well that merchants of the country should not neglect the collection of their accounts.



The Christmas display of the McKenzie Company, Kelowna, B.C., winner of the Third Prize in Class B, Canadian Grocer Competition.

When the war ceases there will be a period of readjustment and during that period there will be people who, while they are well able to liquidate their liabilities, will be slow in doing so, preferring to keep their money on deposit fearing they may need it before normal times again obtain. There are few grocers, particularly in the rural districts, who have not learned this from experience.

At the present time practically everybody including the farmer and the workman, is able to pay promptly. As a matter of fact it is doubtful if there was ever a time in the history of the country when people generally were as well able as they are to-day to meet payments promptly, for money was never more plentiful. That being the case merchants should not, because of the security they feel, become indifferent regarding the collection of accounts due them. The time to reap is when the harvest is on.

"Pay Up Week" Campaign

A somewhat novel plan was recently adopted in Dallas, Texas, having for its object the familiarizing of the people of that city with the importance of paying their debts promptly. The Dallas Retail Credit Men's Association planned a "pay up week" from October 1 to 6 and a publicity campaign was carried on chiefly through newspaper advertising, which was designed to reach those who in the past had neglected to pay their bills promptly. "'Pay up week" gave those delinquents an opportunity to pay up their accounts, and the devotion of so much time and energy as was spent on the campaign served to impress customers with the importance of paying promptly.

Simultaneously with the bringing of the credit department up to date, better business methods should be adopted for the future in order that there may be no repetition of the circumstances in which some grocers find themselves today. Customers have to be educated to regard the granting of credit as a more serious matter than they have in the past, and to realize that they are under some obligation which has to be met when they receive credit from the local merchant. There is no more reason why the merchant should grant credit without security than there would be for the bank, and if this fact was kept uppermost in the minds of grocers and customers there would be fewer bad credit debts to be wiped off the books.

Organize Every Department

Every thoughtful merchant recognizes the imperative need for modern business methods, for just as every nation at war has had to mobilize every department from the bottom to the top, so, likewise merchants must mobilize and thoroughly organize all departments of their business.

Such an organization of business on an efficient basis is the means of a better understanding between a store and its customers, for sound business requires that each understand the viewpoint of the other and co-ordinate their efforts, and particularly is this the case in regard to the matter of granting credit, for never before has the necessity been so great to keep credits sound.

In one direction in regard to the matter of securing a more substantial basis in connection with the granting of credit, can all merchants do their part. Those to whom credit is extended should be brought to appreciate that credit grantors have the undoubted right to ask and to be given assurance that accounts will be paid at a specified time.

Grocers should not be afraid of going to a little trouble and expense to collect what is rightfully theirs. If the merchant gets the reputation of making the slow ones pay, he will acquire a good class of customers besides doing more business all around. It is a significant truism that the man that cannot be imposed upon is admired by all human nature.

CANADIAN WHEAT FOR ALLIES

According to Prof. W. A. Black, Agricultural Commissioner for the Federal Government, who has charge of the administration of the grants under the agricultural instruction act of 1913, there will be an estimated exportable surplus of 225,000,000 bushels of wheat from Canada for the Allies after providing for the food and seed in the Dominion.

Mr. Black found a great variation of the prices charged for potatoes throughout the Dominion, as the new crop is being dug, ranging from fifty to ninety cents a bushel.

An unusually attractive and artistic harvest window recently displayed by Wm. McQuitty, Welland, Ont.

The Trade With the Lumber Camp

How many Merchants Are Letting This Profitable Business Pass Them by Because of a Failure to Meet the Service Required—How This Profitable Line May be Encouraged.

IN many sections of the country, there is an opening for a brisk business in catering to the needs of the Lumber Camp. There are of course many merchants who have seen the advantages of just such a business, and have done everything in their power to go after it and to provide for its necessities in an entirely satisfactory way. There are other merchants however, who have not been so enterprising. They have taken this business when it comes their way, and have supplied the needs of the camp in a sort of way with the goods that they happened to have. This type of haphazard service has resulted in many instances in the development by these companies of a buying concern of their own which leaves the grocer entirely out of consideration. Here is a good business lost by the merchant through failure to understand the needs of such concerns and through failure to provide for them. Moreover the provision must be prompt, there can be no waiting to supply the goods after the order is received, the clamorings of hungry lumber men are not to be denied. The business must be done on the spot, with goods already in stock. This may entail the carrying of larger stocks of such lines as tea, flour, sugar, salt, bacon, canned goods of all kinds, jams, condensed and powdered milks, etc. There is little danger however to be feared in these augmented stocks. It is possible in most instances for the merchant to make some arrangement with the management whereby contracts covering a goodly part of this extra outlay can be arranged for. Even if this is not possible a fair assurance of adequate service is likely to ensure the merchant getting the business, and it is, at the worst, as safe a venture as many that the average merchant undertakes.

U.S. SALT CONSUMPTION

The United States consumption of salt in 1916 was 45,720,800 barrels of 280 pounds each, an increase of more than 7,000,000 barrels over the consumption of 1915. According to statistics compiled under the direction of R. W. Stone, of the United States Geological Survey, Department of the Interior, the domestic production of salt in 1916 was 45,449,329 barrels, the imports were 871,992 barrels, and the exports 600,461 barrels. This was an increase of 19 per cent. in the quantity of salt produced. The total value of the salt was $13,645,947.

Getting the Winter Climate to Help Sales

The Winter Time is a Time of Outdoor Exercise and Hearty Appetites—The Grocer Will be Well Advised to Cater to This Business—It Should Prove a Satisfactory Item in His Winter Trade.

THERE is a very substantial amount of business to be obtained for the merchant in all parts of the country in catering to the trade incident upon the winter sport season. Skating, tobogganing, snow shoeing and skiing are strenuous exercises calculated to stimulate the appetite, and increase the demand for cold weather lines of goods. Every winter sees scores of parties, little and big, as a result of these outdoor exercises, and the sleighing party is one of the features of Canadian winter life. It is well for the merchant to keep these things in mind and to stimulate them by a little judicious advertising both in the local papers, and in display cards in the store. There is a great deal in the mere matter of suggestion, and in the great majority of cases these apt suggestions will bear fruit in sales.

There are many lines especially suitable for these activities, the oyster stew is one of the great favorites of the sleighing party, then there are other soups and meat extracts that can be readily prepared, pork and beans, canned tomatoes, and canned spaghetti also macaroni and rice are other favorite dishes after a brisk hour or so in the biting cold. Pancakes too are a prime favorite, with their indispensable corn or cane syrup adjuncts, and of course coffee, cocoa, and tea.

While the idea is mainly to feature these lines in conjunction with the outdoor exercise of the young folks, this campaign will be found of immense advantage in stimulating the general sale of all these lines of goods.

Duty says: EAT FISH!

A SHIPMENT of Government fish will arrive for sale in Ourtown on Thursday. We shall have a portion of this shipment—not enough for all who will give us orders, but enough for those who order early.

Families who are sincerely doing their bit to conform to the Food Controller's wishes are using fish instead of meats whenever possible. The Boys in the trenches need our Beef and Bacon. Every ounce you don't eat of these needed meats goes to some one fighting for you.

Varieties and prices will be as follows:

	Whole Fish per lb.	Steaks per lb.
Cod	.00	.00
Haddock	.00	.00

You Can Eat Fish On THURSDAY

That is, if you order in time. If you are neglectful, the chances are that we'll have to say—"Sorry, but stock is all gone."

Phone your order to-day, and make sure. Main 666.

John Brown & Co., Purveyors

HIGH STREET

WE SHALL HAVE ON WEDNESDAY FISH

GOVERNMENT fish, sold to you at a price fixed by the Government—very cheap, indeed. Fish in prime condition. **Lake Trout, Whitefish, Cod, Haddock.**

EAT FISH WHEN YOU CAN

Prices are as follows:—

	Whole Fish Per lb.	Steaks Per lb.
Lake Trout	.00	.00
White Fish	.00	.00
Cod	.00	.00
Haddock	.00	.00

'Phone your order to-night, if you can, to make sure. These fish are all snapped up in no time. Last time many ordered too late.

You are bidden eat fish to conserve meats. Besides which, this good fish is a welcome change in the daily menu, and is first-class eating.

No need to say more.

John Brown & Co., Purveyors

High Street. Main 666

Specimen advertisements that can be changed to meet the dealer's requirements.

Why Throw Away Great Opportunity?

Advertising is Usually Paid For—Here it is Free to Your Hand—What the Popularizing of Fish as a Diet Has Meant to the Merchant Contemplating the Augmentation or the Introduction of Such a Department.

IT is not very often in a lifetime that a merchant finds the Government, the wholesale houses and the force of public opinion, all uniting to back the sale of some particular commodity. Yet, that is the situation to-day, and it would surely be a short-sighted policy on the part of any merchant to shut his eyes to this fact, or to decide that the opportunity did not point his way without the most careful consideration.

The changing world conditions are forcing many changes upon the public whether they will or no. There are some goods that are unobtainable, there are others that are only to be obtained at very high or practically prohibitive prices. All of this means change. It means that customers will be turning their attention to other lines of food. Whether or no this change means a loss or gain to the merchant, depends entirely upon himself. Out of the changed conditions has come a reversion to one of the oldest of foods, a food in which Canada is particularly rich. Canada's fisheries are one of her very richest resources, and now in these times of food scarcity, the government and the public are awaking to the fact that here lies one of the answers to the many vexed questions incident to the high cost of living. Fish is the one food that is plentiful. It may require increased activity to provide the supply to meet the increasing demand, but such increased activities are already under way, and the essential fact is that there is a plentiful supply available to meet any demand. But this is not all, the activities of the government, the resources of the Food Controller's office, all are fostering a new interest in this important food. Moreover a great campaign of publicity has been launched that is having its effect, and is bound to become increasingly effective. Now the merchant stands either to win or to lose by this campaign. If he is associated with it, this campaign should mean increasing business, if he stands aside from it, then the campaign will undoubtedly encroach on his business, it may be not to any large extent, but in some little items of trade there will be a falling off which will result in a net loss. On the other hand, if the merchant associates himself with this campaign and becomes a handler of fish, as so many progressive merchants are doing, then it is adding a new department to his business, a department that is well and fully advertised at no expense to him.

There would seem to be few arguments that could be raised to oppose the installation of a fish department in the grocery store. It would require some little extra equipment to be sure, but this equipment is not necessarily of an extensive nature. It may be anything from the elaborate fish department of a great city store described in other pages of this issue, to the simple fish case, costing comparatively little. That depends entirely on the merchant, but the small fish case will as adequately meet the needs of the merchant just installing such a department as the most costly system. The only need is for some simple system of refrigeration separate from that used for the other perishable articles of the grocer's stock.

This is the only equipment required, simple enough surely, when behind such a moderate outlay there is such a large possibility of profit.

Now when the public attention is focused on the food value of fish, now when every newspaper is featuring this item of the menu, now is the time to make this profitable line one of the activities of the store.

Meeting the Growing Demand for Fish

Fish Department May Pay, but Needs Care—Fish Are Essentially Goods to Sell, Not to Store—Speed Counts at Every Turn—The Successful Fish Dealer is Johnny-on-the-Spot—Buying and Delivery Done on the Jump—Advertising to Create Appetite.

An article based on interviews with Henry Gatehouse and J. A. Paulhus, Montreal.

MEATLESS days mean more business in fish. Publicity campaigns on the part of the Government educating the public to the advantages of fish as a food are already increasing its consumption. People are asking for fish in stores which have up to now done very little in that line. Complaints are heard here and there that "it is so hard to get nice fish," and the retail grocer who has won a reputation for the cleanliness and appetizing condition of his store is sometimes asked whether he will not consider adding this department to his stock in trade.

Quite a Question

Whether or not a grocer can successfully add a fish department is a question on which opinions differ. Facts, however, go to show that some grocers have carried fish to the convenience of their customers, and to their own legitimate profit. Indications are that, with the increased demand for fish already present and still growing, there will be further incentive to many retailers of other food stuffs to take up the business of selling fish. This is not a branch of business to go into hastily. The executive head of one of Toronto's great department stores while contemplating the addition of a fish department to his store visited the principal cities of size within a considerable radius of his centre, and made enquiries of fish-dealers, both wholesale and retail, on the principal points to study in establishing and maintaining satisfactory service in supplying the consumer with fish.

Business Needs Attention

Needless to say this is a matter requiring much attention. It is a man's job to get fish bought where they are caught, whisked from sea to city, sold and sent to the customer in tip-top "live" condition. But to do just that is the ideal in fish service. Firms making a specialty of their fish service, whether department stores or fish stores only, do it, and as these stores are frequently operating in competition with the retail grocer who also handles fish there are very practical reasons for the grocer's particular attention to his fish department. For, if there is one article of food which the customer must have fresh, it is fish. And if there is one article of food which is apt more than another to go stale and depreciate not merely in days but in hours and even in moments, that article is fish. It has been several times pointed out in the pages of CANADIAN GROCER that the secret of success in selling fish is speed.

The Henry Gatehouse Way

Here is how Henry Gatehouse—one of Montreal's first-rate fish merchants—does it. He is up early, and he retires late, for from morning to midnight the fish business needs watching. You have to be "Johnny-on-the-spot all the time," whether buying or selling. The buying is important. That is done by long distance telephone, by telegraph, and by standing orders to competent agents at the fishing ports. Some buying is even done at sea by wireless. The retailer can usually get the benefit of such buying when he in turn buys through one or other of the great wholesale fish firms, but the Gatehouse way is to buy from the boat if possible, and as indicated, the nearer the fish dealer can get to that the better fish service he will be able to give his customers, and the higher will be the reputation of his store for fish excellence.

Securing the Supplies

After the fish has been bought, the business is to get it into the store. Speed again, speed, speed, speed. Express service is the Gatehouse way. There's little use waiting for refrigerator car service. That may take twenty-four hours, or longer, by freight train. By express train fish packed in boxes in ice can be whisked from coast to city in twelve hours or less. From train to store there may be delays, but Henry Gatehouse has his automobiles at the depot waiting arrival of trains. From 7 a.m. till 10 a.m. the trains are arriving as a rule, and in not a few cases delivery of the fish to the consumer has been made by Henry Gatehouse within an hour of the arrival of the fish from the coast. "Get the idea of ice chests for fish storage out of your head," says Mr. Gatehouse. "In the fish business at retail you don't buy fish to store them; you buy them to sell them. The quicker they move to your customer the better."

Delivering the Goods

So Henry Gatehouse has automobile delivery. He has only ten fast autos as yet. They are all built and enamelled in the same style, and this gives many a pedestrian in Montreal the idea that there's a Gatehouse auto on pretty nearly every street in the city. Because of the need for speed in fish service the autos of the fish dealer who is giving service in his city must be often seen. Henry Gatehouse has five regular deliveries each day. Their hours are 7 a.m., 9 a.m., 11 a.m., 3 p.m., and 5 p.m. In addition he has special deliveries to make. Eighty per cent. of his business is done by telephone order from customers. It requires delivery facilities to keep pace with telephone orders.

Taking Care of the Stock

Although the retailer having a fish department does not buy fish to keep them but to sell them and sell them with speed, still a stock of fish has to pause a few moments at least in the premises of the retailer on its fast trip from sea to sauce-pan. Ice is freely used in the care of the fish as they are taken from the boxes, and display is made of the finest on marble slabs cooled with ice packs. Although eighty per cent. of the orders received by Henry Gatehouse come in by 'phone every Gatehouse customer at one time or another sees the store and its appetizing though never overwhelming array of many and varied kinds of fish. Because fish are apt to deteriorate so rapidly, a display of fish must be continually altered. The fish must be sold from the display, and the display continually rebuilt from newly arriving stock or stock taken from the ice chest. The ice chest is inevitable, though not to be regarded as the be-all and end-all of proper fish dealing. You cannot do without it, but it does not relieve you of the one main concern of swiftly sending the fish to the consumer. Remember the longer you have a fish in your store the more reluctant will that fish be to leave your store. Therefore, while you give all due deference to the ice chest as an efficient helper and more especially so in hot weather, lay stress more on your buying from the freshest markets, and on the speed of your delivery to the customer. That way lies success in the fish business.

Little Handling, and Quick

It is necessary to add a certain tiresome and often costly service to the business of selling and delivering fish to the consumer. That is the cleaning and preparing of the fish for the cook. This service has in most cases to be rendered free. Customers expect it. Large consumers getting supplies from large stores do their own cleaning and preparing of the fish, but they save nothing by that on the cost of the fish. All they gain is speed in delivery. The fish do not pause in the retail store even for the process of cleaning. Note here, that it is not advisable to clean fish long before they are delivered to the customer. They keep better as they come from the sea. A cleaned fish loses firmness more quickly than a fish as it is caught. It is in the handling that fish lose their freshness as much as in the keeping. Therefore, the less fish are handled the better.

Swift Service Costs Money

It costs money to maintain a rapid and effective fish service. Telegraphs, telephone tolls, express charges, automobiles, expert dressers of fish, ice, and allowances for the unavoidable losses of even the most speedy system yet devised all eat up money. So that the retailer who aims to deliver fish in the pink of condition at his customers' kitchen doors cannot hope to compete with any cut price fish business. Freshness makes fish worth while, and worth money. There are always customers for fresh fish. More business is lost through sending out stale fish than can ever be gained by selling fish cheap. It is estimated that from four to seven cents a pound over and above first cost is

Enjoy A Real Treat
Four 'Phones: Up. 2724-903-904-905
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal
Beefless Days Are Oyster Days!
STRICTLY NEWLAID EGGS
Four 'Phones: Up. 2724-903-904-905
HENRY GATEHOUSE & SON
Dorchester Street West, Mont
FISH FOR TODAY—
POULTRY ON SATURDAY
Four 'Phones: Up. 2724-903-904-905
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal
If You Would Be Loyal
SERVE FISH TODAY!
Four 'Phones: Up. 2724-903-904-905
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal.

How Henry Gatehouse & Son feature fish in their daily advertising.

A glimpse into the business end of the Henry Gatehouse Fish Store, Montreal. The fish are displayed in small, appetising quantities on marble in the window, and the ice chest shown. The poultry counter is centrally placed. The photo is taken from over the fruit and vegetable counter.

barely enough to cover complete first-class fish service to a high class clientele of customers. But such customers never quibble over price; what they want is quality. It is possible by taking delivery of fish from the coast in refrigerator cars per freight train, by dispensing with delivery, by wrapping the fish in low-priced paper, and by using all the labor-saving possible, to sell fish to customers over the counter at low prices, and still to give good value and a very eatable food supply. This business the Government is encouraging by paying part of the freight charges on fish, and providing the necessary refrigerator cars. In this business with the ideal fish service in mind the retail grocer may possibly share, and perhaps also profitably as well as patriotically. But the danger lines of delay and deterioration of stock must be keenly watched. In all perishable provisions the retailer takes risk of losses; most of all in fish and fruits.

Advertising Must be Appetizing

A great part of the Government publicity on fish so far has been educative. It has been necessary to explain to a large proportion of the population that fish is good food, good to eat, nourishing and economical. People have had to be taught the art of cooking fish. In advertising fish one leading principle pursued with success by Henry Gatehouse has been to make his advertisements appetizing. Some of them are here reproduced. They speak for themselves. Another wise plan of advertisement is to educate the people to give regular orders for fish, to have standing orders for fish on Tuesdays and Fridays if possible. In the case of standing orders the retailer assumes a good deal of the responsibility for the customers' menu on the days of fish supply. For fish supplies cannot always be counted on as to kind of fish. Kinds and qualities of fish available on particular days depend, with prices, also on weather and conditions at the fishing grounds. Therefore, the good taste of the retailer, and his studied acquaintance with the individual tastes of his customers must come into play in supplying those who give standing orders for fish. But in the standing orders there is good steady business, and business that can be built up and calculated upon. Therefore, no amount of care that ensures its continuance is badly invested. When people come to know that they can depend on your store for fresh appetizing fish with the minimum of trouble to themselves they will gladly pay for the service.

A Point From the Wholesaler

That the Government's campaign of publicity by causing increased demand may throw great strain on production and so actually tend to advance prices of fish is a theory now being mooted here and there. There is something in it, for fish, like every other commodity, is governed by the law of supply and demand. But it is pointed out by a wholesale fish dealer of over thirty years' experience, J. A. Paulhus, of the Canadian Fisheries Association, that there is nearly always plenty of fish of some kind or another available. The difficulty is in the particular tastes of consumers, and the fact that they call for halibut, say, when halibut is scarce, and mackerel when there are no mackerel to be had, leaving abundance of other kinds of fish to deteriorate while waiting for buyers. Skilful advertising with fore-knowledge as early as possible of the kinds of fish to be available can help the retailer and wholesaler also over this difficulty.

Merchants' Experience in Handling Fish

Some Reasons Why This Business is Not Adopted—Difficulties Easily Met—Even Limited Business Has Its Effect in Stimulating Other Lines.

THERE are many merchants who have adopted the fish business, but who actively engage in it only during a certain part of the year. E. B. Buell of Sharbot Lake, Ont., for instance, handles fish only in the winter time. He states that he handles only frozen fish and keeps it under refrigeration so that it remains frozen until sold, and consequently there is no element of waste. This business has proved a fairly large factor in his business according to Mr. Buell, and has also proved a very effective drawing element for other departments of his store.

C. A. Hitchcock of Smith's Falls, Ont., has made a most effective use of salmon as a trade bringer. His sales in this line have reached a total of many hundreds of pounds, and he has developed, from that one item, a business that has been of great service to him. People in the town and district have become accustomed to the idea that this fish is to be obtained at this store, and they have

(Continued on page 121.)

Eaton's Installs Elaborate Fish Dept.

Big Department Store Prepares For a Growing Trade, by Installing a Complete Department Separate From Other Departments For the Handling of Fish.

THE ever growing enthusiasm of the fish campaign is having its influence upon the store's equipment as well as everything else. The T. Eaton Company has sensed the business that is to be expected in this trade, and with their usual forehandedness are going ahead to provide for this probable trade in the most complete way. Mr. Beamish, the head of this department, states that the business done in fish by the firm has been of a comparatively limited nature. This is something in the nature of a figure of speech as the firm has always done a large business in this line, but the business has been done under rather disadvantageous circumstances. The room available for this business while sufficient for ordinary needs was not capable of handling any great increase in trade, and as this increase is confidently expected by the company, they have endeavored to provide for it. The addition of two extra stories to one section of the building gave them the room required, and when completed they will have one of the most modern plants for handling fish to be found anywhere.

A Glass-Walled Department

The fish department is walled off from the remainder of the store by glass partitions. Three large windows supply light from the side, and the cleaning room at the rear has also a direct light.

Entering the department the customer is faced by long "U" shaped counters that occupy three sides of the room. The counters are of white vitralite with a glass top and a glass shelf above. In this way while all the stock is perfectly displayed, it is away from the customer, and it is quite impossible for the customer to handle the stock. This is a system that is growing much in favor, because it does away with one of the serious causes of deterioration in so many products, the matter of over handling.

Keeping Fish Always on Ice

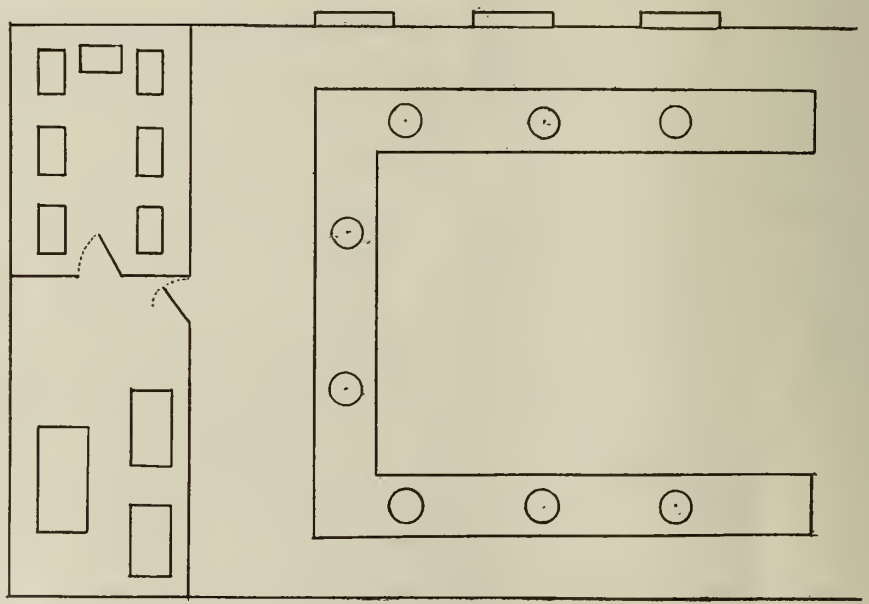
On the right hand side as one enters are the counters given over to the handling of the more perishable varieties of fish. Here the vitralite counters are designed as a sort of sink, and there are five of them on the side, sufficient for the display of any number of varieties. The idea of this type of counters is that the fish may be constantly kept on cracked ice, while the drainage will carry off the surplus water and always keep the department in a fresh and attractive condition. At the back and other side the counters are of the usual flat type. These are for displaying the less perishable varieties of fish that do not always have to be kept on ice, and also for the dried and smoked varieties. It is also intended to use part of the left hand counter as a poultry display case, that is unless the fish business builds up even faster than the management now expects.

It is to be remembered of course that all these counters are refrigerated. The coils of the refrigerating system run just back of the counter, and when covered with their coating of ice are hardly to be distinguished from the counters themselves.

No effort has been spared to make the department a most attractive place to visit. The room is large, bright and airy, about 30 feet wide by 40 deep. The lighting is provided by indirect white bowled lights, and the walls and ceilings are also white. Even the scales, of which there will be eight, in itself an indication of the business that the management expects for this department, will be enamelled white. Certainly everything that can be done to impress the customer favorably has certainly been done. Moreover the whole equipment is modern to the last degree. It has been designed to meet the needs of this particular business. In the space back of the rear counter there are two counters, with oval glass fronts for the parcelling of the goods.

The Best of Refrigerating Equipment

Through the door to the rear, the clerks enter the cleaning room. This room is thoroughly equipped for the cleaning and dressing of fish. Several cleaning sinks and all the necessary details are provided. From this room there opens the cold storage room, a large refrigerator, that would care for a carload or more of fish. This is equipped to maintain any temperature, down to below zero. But cold air is not enough to protect fish. They absolutely require dampness in the air, therefore a number of fish cases have been provided to supplement the cold air equipment. Here the fish are actually kept on ice until they are required in a room chilled to the proper keeping temperature. It would be hard to provide any improvement for this department. That of course was the idea, to provide for a largely increasing business, by being fully abreast of the very last word in equipment for the care and handling of the product.



The plan of the new Eaton fish department. The extent of counter space is here well illustrated, and also the roomy quarters for the customers. The circles on the counter show the position of the scales. To the rear the first room is the cleaning department, next to it is the refrigerator, showing how the fish cases will be arranged.

CLERKS STRIKE IN N. Y.

A general strike of grocery clerks, delicatessen store workers and butchers is threatened in New York in connection with a claim for a minimum wage and better conditions. The employees of five hundred grocery stores are affected, the clerks demanding a minimum wage of $15 per week, an eleven-hour day, and half a day off on all legal holidays. The butchers' representatives say that the strike, besides settling grievances, will result in stabilizing meat prices throughout the city.

MERCHANTS' EXPERIENCE IN HANDLING FISH

(Continued from page 119.)

come from all parts to get it, with the result that this department has probably been one of the most effective factors in building up the business. Mr. Hitchcock stores a large quantity of ice under the rear portion of his store and this provides him with ample refrigeration facilities.

A. P. Johnson, of Ottawa, does a brisk fish business in a somewhat similar way. This store does an extensive business in ice, and in the centre of the ice house with a door opening on the outside has been built a cold storage room; the surrounding ice keeps the room practically at freezing point and has provided the most excellent facilities for handling and caring for the fish.

W. J. Gray, Ballantrae, Int., is another merchant who handles fish only in the winter time. The fish trade is run in connection with the meat department, and has proved a very satisfactory adjunct to the business.

P. Paquet, Windsor East, Que., is another merchant who features fish among the products of his store only during the winter time, Advent and the Lenten season.

Smith Bros., of Centre Blissville, N.B., have handled fish during the winter season, but have not found it a particularly profitable line.

The Robin Store at Bromptonville, Que., has handled fresh and frozen fish only during the Lenten season, and has not as yet added a department to take special care of this line.

Alexander McKeeman of Eden Grove, Ont., has handled fresh fish for some time and has found that this line has been of considerable assistance to his business. He has always handled fresh and cured meats, and the addition of the fish has not required the addition of any further equipment. This additional line however has proved a most effective element in drawing other business. Mr. McKeeman points out that the secret of success in handling this fish business lies in being able to judge the requirements of the store's customers, thus avoiding the possibility of loss.

Jenkins and Son, of Charlottetown, P.E.I., handle only a limited line of fish, they give as their reason the difficulty of getting fish of good quality. With the improving conditions incident upon the growing demand, this should not long be a difficulty to be considered.

E. D. Benjamin, Brookfield, N.S., states that he supplies the village with meats, and that as his sales of fish are made in connection with this business, he protects himself against loss by buying only what he can readily sell.

O. Lacroix, Quebec City, also carries fresh fish, though he specializes on it only one day a week. He would handle it oftener were it not for the difficulty he finds in obtaining a supply. There is a public cold storage in Quebec, and Mr. Lacroix uses that for such purchases of fish as he may make.

P. Hamilton of River Charlo, N.B., states that they have been handling fresh and frozen salmon ever since 1862, and have installed cold storage equipment in which to keep these goods.

It would seem from these few cases, that one of the main reasons for remaining out of this profitable line of business was inability to get supplies, which with the increasing interest and activities being displayed will surely be soon remedied. The other difficulty is mainly that of handling, and this difficulty is evidently curtailing the business to a great extent. There is no good ground for such curtailment however. There are many firms manufacturing fish cases at very moderate prices. The installation of such an equipment would make this business one for all the year in place of only a very limited season.

GETTING THE RETAILER TO COLLECT BILLS

(Continued from page 104.)

caste in the whole retail community. In the same way a borrower may move from one bank to another and gain slight advantages by sharp practice but such benefits are small in comparison with the danger of losing his credit standing with the banks in general. A case illustrating this point came to my attention recently:

A small retailer in a western city borrowed $200 for 30 days. At the end of the period he was unable to meet the obligation and went to a second bank and borrowed the money to pay the first. Again at the end of the period he raised funds from a third bank to pay the second. Now, because this was a comparatively large business centre and the account was a small one, this scheme appeared to work successfully. But that merchant now admits that he later found that he can in the long run make better arrangements by dealing candidly with one bank.

That he should come to this conclusion is only natural. It must be obvious that if a merchant's credit was not sufficient to warrant a loan from one bank it should not be with another. Instead of moving from bank to bank—which could only be done for a limited time and in the case of small amounts—the merchant would undoubtedly have been better served in the long run had he dealt fairly by the first bank, providing of course that it gave him satisfactory service in his particular line of business. Had he given the manager full particulars of his standing and prospects and convinced him of his integrity he would quite probably have been as well treated in the first bank as he was in the second or the third. Ignorance of banks and methods and hesitancy in being candid in discussing business affairs with the manager are about the only excuses for a merchant forsaking the straight for the winding road in his business dealings.—J. W. T.

ADVERTISING WITH A CHIMNEY

Does equipment pay? This question was put to Mr. Brown of Kent & Brown Co., Ltd., Moose Jaw, the other day. He replied that some time ago he installed a coffee roaster putting it in the window with a pipe so that the smoke would pass on to the street. He says this was one of the best advertisements he ever had, and the only trouble was that the exhaust often frightened people. A number of times he had people rush up to say that the place was on fire, and eventually it was stopped by the city officials. However, before it was stopped nearly every one in town knew that Kent & Brown sold coffee. Now the roaster is inside, and it is said that if Kent & Brown are roasting coffee you can smell it seven blocks away. Mr. Brown says the roaster is paying for itself. He has recently installed an expensive electric coffee grinder. He had one before, but he could not supply his customers with three grades of coarseness so he bought a more expensive one.

POTATO IS WHOLESOME FOOD

"There is no food which exactly takes the place of the potato when one is accustomed to it," says a statement recently issued by the United States Department of Agriculture, urging an increased consumption of this vegetable now that the markets of the country are well supplied. "It has come to be such a part of our dinner that we miss it when it is not served. Besides, any left-over potato can be used in many very palatable ways for breakfast or supper, and this is a convenience from the housekeeper's standpoint, since it helps her to make palatable meals. Not only is it useful, but it is very important for the food material it supplies. It is one of the most wholesome sources of starch and is also fairly rich in the mineral matter which the body needs. When the price permits, potatoes should by all means be made a part of the diet."

TO AID FOOD CONTROLLER

H. B. Thomson, ex-M.P.P., general manager of the firm of Turner, Beetin & Co. of Victoria, B.C., will represent the Food Controller in important missions which may be necessary from time to time. Mr. Hanna has announced that he has invited Mr. Thomson to assist in the work of the organization of food resources, and that the invitation has been accepted. Mr. Thomson has already been in New York and Washington at Mr. Hanna's request in connection with the sugar situation and other matters of international interest.

Achieving the Apparently Impossible

How a Paper-maker in Poor Health, With a Large Family, and Who Had Absolutely No Experience as a Salesman, Started Without Capital on a Side Street Outside His City Limits and Built up a Retail Business Which Has To-day a $30,000 Stock, and a Turn-over of $100,000 a Year.

TO succeed in the retail grocery business a man must have capital and experience. No one would dream of advising another to enter upon this line of business without these essentials. If a man came to you enquiring whether he should enter the retail grocery business, and told you first that he was in poor health, very deaf, and not physically robust, second that he had absolutely no experience of the retail grocery business, and was in fact a paper-maker by trade, never having sold anything across a counter or otherwise and never having wrapped a parcel, third that he had only a hundred and fifty dollars in hand, and a family of five to keep would you advise him to start up a grocery business?

If he told you further that the location at which he proposed to establish his store was outside of the city limits, and a very considerable distance away from all retail buying centres of the city what would you think of his plan? Suppose you knew that the street on which he proposed to locate was not even a through street but a cul-de-sac leading nowhere, and that it would lead nowhere and never be a thoroughfare for twenty years to come, how would the idea of a store on that street strike you? Would you for a moment imagine that a man could make a success of such a proposition? What would you think of the prophet who predicted that in less than twenty years that very man in that very location would be carrying a $30.000 dollar stock, and doing business with a turnover of from $90,000 to $100,000 a year?

The Feat Has Been Accomplished

It is easy to prophecy after the event, so CANADIAN GROCER can without fear of contradiction announce to you to-day that the apparently impossible achievement has been accomplished. The city in which the feat was carried out is Cornwall, Ontario. The man who achieved it is A. Fawthrope, senior member of Fawthrope Bros., of Cornwall. Ont.

Incredible as it may seem, Mr. Fawthrope started his business some eighteen years ago without capital, without experience, and in a location exactly as described, on a cul-de-sac street end well outside of the city limits. His little place there was a wooden frame building only 16 ft. by 20 ft. He had five of a family to keep, and only $150 in hand when he was compelled by ill health to give up his employment as a paper-maker, and thrown entirely upon his own resources. He was of slight physique, and very deaf. But he had something which outweighs every other

The new delivery van that has been recently added to the equipment of the Fawthrope Bros.' store.

ingredient in the recipe for success—courage and common sense. To-day he has a $30,000 stock in his store, and the annual turn-over of his retail grocery and dry goods business is worth $90,000 to $100,000. His stock-in-trade has out-grown his premises three times in the past eighteen years; it has succeeded in gradually ousting him and his family into living quarters away from the store. It grew, and grew, and grew until every room, every cellar, every garret, every corner and cubby hole of the two large frame buildings which followed his first little store were filled with valuable merchandise. The two buildings were combined into one larger building still, with much extra storeroom accommodation. The stock grew and grew, and grew again until to-day the premises are again crammed from cellar to garret with merchandise which keeps ever on the move from store to customer, and which is hourly insisting on more and more storage space.

New Premises Planned

Long ago new premises would have been a convenience, were indeed almost a necessity, but Mr. Fawthrope has never allowed himself to outstrip the progress of his business, but has rather let the business in its natural growth come to the stage of absolutely clamoring for more accommodation before embarking upon new building schemes. Besides Mr. Fawthrope has been patiently waiting for the opportunity to purchase the whole corner property adjoining his first holding. Only this year has he accomplished his desired end for the property was not until lately for sale. In due time the more commodious premises required by the business will be erected, but not in any hurry. The war is still raging in Europe, and for the time being the present building is serving the purpose sufficiently well. Cornwall customers, recognizing that good value needs no fancy setting, continue to come in their hosts to the quaint old-fashioned frame building with its vast and varied store of goods, and the business of Fawthrope Bros. is still growing.

Story of the Start

In the story of Mr. Fawthrope's modest start in business for himself there is material for a three volume novel. His premises being away outside the city limits he had to secure some means of conveyance for his goods and himself in his efforts to develop business. He bought a horse for $10.00, a delivery rig for $6.00, and spent a further fortune of $5.00 on harness. Thus he in-

Fawthrope Bros., Cornwall—the present building. A. Fawthrope is standing to the left of the door.

vested $21.00 of his slender funds, and then to business.

He started out with only one ruling principle. Here it is in his own words: "I wanted to give satisfaction."

His present patronage is proof that he has consistently done as he set out to do.

Business Built on Quality and Service

The business of Fawthrope Bros. has been built up on quality and service.

First of all Mr. Fawthrope established for himself a reputation for supplying the best butter, eggs, and cheese in his community. He specialized in butter and eggs. To this day he maintains that early reputation, and his method of buying cheese (of which more later) is an example of the thoughtful thoroughness which has continually characterized his business transactions.

Covering the country thoroughly with his horse and rig Mr. Fawthrope came to know better than most men where to buy the high quality goods he desired for his customers at the best prices. He was able to give astonishingly good value to his patrons.

"I went after the business, and I tried to give satisfaction," he says in describing those early days.

The Hour of Discouragement

It was not all plain sailing. Business did not come dropping into his hands like ripe plums off a tree. He had to work hard, and for long anxious hours. There were times of terrible doubt and difficulty when he felt almost in despair.

"A month after I had started out," he said to CANADIAN GROCER, "I would gladly have sold the whole concern for ten cents if I could have found a buyer willing to give me that much for it."

But there was no buyer willing to make even a bona-fide ten cent offer for Mr. Fawthrope's business and chances of success at that stage. All the experienced men were looking on his brave little venture as a thing too small to be taken seriously in any business sense, at best a pitiful struggle that must end soon in failure; some treated it as a joke.

But when even his own common sense was beginning to argue with him that his venture was too much for him, his indomitable courage held him grimly to his task, and the times of doubt and depression gradually gave place to periods of encouragement and expansion in a small way.

"Cherchez La Femme"

There is a woman behind all the great doings of man whether they be good or evil, says an old proverb, and when any man is found to be making a success of life you need never have to search far without discovering somewhere quietly present the woman who is inspiring him and helping him. While Mr. Fawthrope was out with his old horse and rig in the country buying butter, or in the town selling his goods, there at home in the little 16 x 20 store was his wife, the mother of his five children, serving customers, taking care of the stored goods, watching the eggs, the butter and the cheese stocks so that nothing was wasted, guarding her husband's interests in every way with the fidelity of a Roman soldier and the wit of a woman who wants her children to have a chance in life.

Fawthrope Bros., Cornwall, Ont.—the second store on the old site, 1902.

To-day the sons and the daughter of the Fawthrope family adore their mother, and proudly tell how she helped their father build up the splendid business which grew up while they were also growing up.

The Development of the Business

By and by the butter and egg business and the business in small staple groceries began to gather momentum, and to swing along steadily of itself. Service and quality were winning their reward. Then customers recognizing that service and quality are inseparable from the name Fawthrope in business, began to ask for other lines of goods.

"I found out," said Mr. Fawthrope, "that a store away out in the suburbs as mine is, must stock a little of everything if it is to give the best satisfaction to its patrons at all times. The first new department I added after the groceries was a little dry goods. That was about the first thing people began to ask me for. And after that gradually department after department was added. Boots and shoes followed the beginnings in dry goods. I remember figuring that I might as well have a few boots and shoes in stock as I had a big family of my own all wearing out shoe leather pretty fast. I realized that people would certainly require shoes sooner or later from me, and that in any case I could use up the small stock I planned buying in my own family if the worst came to the worst."

But boots and shoes proved a most satisfactory line with Mr. Fawthrope, and this line is to-day one for which his store is most favorably regarded in his district. While CANADIAN GROCER was in the store making enquiries, a little girl customer came in to have a pair of tiny rubbers fitted, and judging from the considerate attention paid the little lady by Mr. Fawthrope, jr., the same strict adherence to the principle of service to which Mr. Fawthrope, sen., attributes his success, has passed from father to son.

Common Sense in Buying

Upon wise buying Mr. Fawthrope—the founder of the firm—also bases his success. It will be remembered that when he started out in business he did a bit of buying which is notoriously difficult and fraught with risk to the buyer in every part of the world. Mr. Fawthrope bought a horse. He paid ten dollars for it, and such excellent "horse-sense" did he prove himself possessed of by that transaction, that the good old horse served him well and faithfully without fault for eight years. Not every ten dollar bill invested in horse-flesh goes as far!

In his butter and egg buying Mr. Fawthrope used the same good sense and care, and similarly in all his purchasings for his business. "Using your own judgment and knowing when to buy to the best advantage are secrets of success in the grocery business," said Mr. Fawthrope.

CANADIAN GROCER Helped Him

"And here I'd like to say," he went on "that starting as I did without experience that could guide me as to the

best times to buy, I found my subscription to CANADIAN GROCER the best investment I ever made. I read the market reports regularly and religiously. I never missed a point, and the help they gave me as to how things were going to pan out was invaluable. They guided me as to when to buy, and supplied me with the experience I needed at first."

"But now when I hear people insist that capital and experience are essential to anyone who would succeed in the retail grocery business, I have to smile to myself. For I remember how I started without capital, and without experience, in poor health, with a big family to support, and in this location right outside the city limits, far from the business centre of the town."

A Glimpse Through the Store

It has been indicated throughout this account of Mr. Fawthrope's achievements that he is not a man who waits for ideal conditions before going ahead. The whole Fawthrope family concerned in the carrying on of their business are not the kind to depend on suitable outside conditions. They make existing conditions serve their ends and "do with things, as things will do with them." No doubt it would appal a modern city-accustomed retail grocery salesman to be told that he must establish a store, maintain a stock, and do a big business in the building at present occupied by the Fawthrope firm. There is nothing here of spacious store equipment on the conventional plan, though there is much of ingenious adaptation of existing things to suit the needs of the business. Counters, cash registers, up-to-date indicating scales, refrigerator, safe, and telephones all are here, but arranged upon no preconceived plan.

A System of Its Own

They are where they have to be, for the building has its peculiarities and these, like those of old ladies, must be respected. On the left hand side (in the original location of the earliest store) there is the grocery department, but the boots and shoes find space there also. On the right hand side of the entrance the dry goods and house furnishings departments find place. Upstairs there are stores of all kinds of goods from stove pipe to linoleum, from gumboots to hairpins. Each member of the firm knows from long experience just where to find goods required. There is method in the arrangement, but it is not method which can be set forth as system to be followed in other stores. It represents absolutely the best system for the carrying on of business in this particular store, proved by experiment and by the test of time. It cannot be improved upon. It has grown up with and into the very being of the Fawthropes.

Cheese Buying: Potato Storage

Just to take an example in the case of two staple articles. In a cool compartment in the very heart of the building there is stored the season's buying of cheese. Mr. Fawthrope has always bought his cheese and sold it in a particular way. He buys the first of the season's make, very best obtainable, two cheese at a time per week. These he numbers and puts away. As the season progresses he buys more cheese, sometimes four a week. He numbers these in sequence following the numbers of his first purchases, and so on to the end of the season. In selling he simply begins to sell at the earliest numbers so that he has cheeses always ageing properly in cool storage, and his customers appreciate their quality.

Last fall when potatoes were precious as jewels, Mr. Fawthrope had a great cellar full of the best potatoes ever dug. He buys as he finds quality, in the country, and his cellar is equipped with three or four chutes by which the "spuds" can be easily delivered. It is a fine deep, decently lit, damp and frost proof cellar. The cellar accommodation was provided when the business began to out-grow its accommodation above ground. In one of the cellar vaults immense quantities of vinegar are stored, for the firm handles annually very large business in vinegar. Great stocks of soap and similar heavy staples are equally well stored, but the feature of the system is not its ornamental appearance but its simple, practical serviceableness. The whole store is preeminently in the serviceable rather than the ornamental condition. Service is the first consideration as it always has been. It may mean a little more trouble to give splendid service in a store that is not yet modernized, but the Fawthropes never have grudged trouble in their ambition to give satisfaction and service to their customers.

How They Advertise

One extremely modern touch has been added to the store equipment in the past year. That is the automobile delivery. The good old $10 horse has gone the way of all horse-flesh, and another horse has followed him. Now the Fawthrope Bros. run a new up-to-date automobile. The auto does a daily stunt in feature advertising for them as they are great believers in the placarding of special lines on the wagon after the manner of the modern city departmental store. This is about the only steady advertising the firm goes in for. With a select list of customers called upon at least twice a week regularly for orders, and with the old system of the carrying of special lines in the truck to fill orders that are given as the rounds are being made, the firm has no great need for advertising to the consumer at large at present except in the way indicated. That this is so is shown by the fact that already (in October) enquiries are reaching them as to the opening of their annual Christmas Goods Sale, a feature which has been run for years. Even with the limited accommodation of the present building the public are not deterred from attending in their throngs the sale. Goods of all classes specially suitable for Christmas are gathered in great variety and displayed in every inch of available space in the store. Such good value is given, and so much care is taken to ensure the satisfaction of the customers that the sale has come to be looked upon as something on no account to be missed, and an event to be watched for and attended early.

The Firm and The Family

The personnel of the firm is made up of A. Fawthrope, sr., the founder, and his brother J. Fawthrope who joined the firm twelve years ago.

Then there are the boys who shared in the building up of the business. Percy and A. W. Fawthrope are at present active members of the organization serving the customers, attending to business in every way, Mr. Fawthrope, sr., still attending closely to the buying, and also serving customers in the old efficient way.

"Active Service" is a watchword with the Fawthropes, and so there are two sons also on Active Service but with the Canadian Forces in Europe. Clifford is a telegraph engineer in France, and Victor is in training camp in England. Then there is James, still at high school, and there is one daughter Mabel, who has also "done her bit" to further the business as she has helped in bookkeeping for the firm. Altogether a splendid example of Canadian efficiency, persistence, and patriotism, for the Fawthrope family are all Canadian-born, though of English origin on the side of their paternal grandfather. That further success is in front of them seems to go without saying.

GROCERY TRENCH GOODS DEPARTMENT

(Continued from page 95.)

voted a section prefacing some miscellaneous lines and a section for household helps consisting of house-cleaning lines. Leading brands of cigars and tobacco, followed by an extensive listing of liquors completed the booklet, though this latter department will be eliminated in later booklets.

Booklet is Valuable to Trade

Altogether the booklet is a highly attractive and valuable feature both from the standpoint of the store and customers. It offers a medium for the store to demonstrate the wide range and class of stock carried and is made of sufficient interest to the citizens to be the subject of reference. Such a booklet is a good medium for advertising and, therefore, proves a very inexpensive proposition. Numerous suggestions for the preparation of means or the arrangement of picnics, combined with attractive illustrations, render the booklet of added interest to the customers of the Wallbridge & Clark store, and to the citizens of the City of Belleville.

The interior of the Thomas Brown store, 656 St. Clarens Ave., Toronto. Note the effective display devices and the unusually attractive display.

Speed in Selling a Business Asset

A Merchant Who Places Speed in Sales as One of the Great Arguments for Success—Display and Quality of Goods Equally Important — How Equipment Helps to Make These Things More Possible.

AMONG the causes generally given for dissatisfaction with a store, slowness of service stands well at the head of the list. Nobody likes to stand around waiting to be served. They will leave the store after a long wait with a feeling of grievance, that is not good for the store; and, all other things being equal, the merchant who can give the most expeditious service will get the business.

Quick service, good display, and quality goods are the ideas that Thomas Brown, 656 St. Clarens Avenue, Toronto, has set before himself as business builders, and the efficacy of these ideas may be judged from the fact that out of a struggling business in a not too thickly settled section, with a weekly turnover of $125, he has in the short space of two years built up a business that runs over the thousand mark every week.

A Champion of Package Goods

Even the casual visitor to the store would be struck by its neat and orderly appearance. One side is devoted mainly to a meat business, and the other side to grocery lines. In this connection it might be noted that Mr. Brown is a strong champion of the package lines. They save space and they quicken service, two very important items.

In the arrangement of the stock nothing is carelessly placed. The meat department, which in most stores is not too inviting, is a real work of art. The different cuts are arranged in orderly rows, and everything gives the impression of orderliness and tidiness. Display is a business builder. Mr. Brown pins his faith to that idea.

Adding Equipment to Speed Up Business

But you can't have display with old antique equipment, especially in the butchering end of the business. The stock is too perishable to permit of any such thing. For that reason, and because he believes that he can pick up enough extra business thereby, Mr. Brown has just installed a thoroughly modern ice machine, refrigerator and refrigerator counters. The equipment is unusually complete, and is such as has been sold in the past only to large stores in the heart of the residential district.

The whole rear of the store is of dark oak, the centre of which is the refrigerator case, while an archway at each side gives access to the rear of the store. The top of this casing is set out with small, oblong mirrors, and in the centre are four glass-faced doors to the refrigerator. These doors give ready means of reaching the display of butter and shortenings and similar lines of goods that are actually in the refrigerator and away from any contamination, while at the same time they are fully displayed. The main door to the refrigerator is, of course, at the side, out of sight from the store.

Provide Display Without Injuring Goods Displayed

The two counters are also of the most modern type and are fully refrigerated. The side counter, given over mainly to a display of meats, is a twelve-foot counter, with a white vitralite base and glass bin top. These top bins provide the opportunity for very fine displays of meat, and as the counter is refrigerated by the coils running at the rear, it is possible to display a large number of cuts without running the risk of loss.

The rear counter is eight feet in length, and both top and bottom can be used for display purposes. The bottom of the counter is of the oak-framed glass-faced type. This counter is lighted by an electric globe, and is one of the first things that catches the eye of the visitor to the store, so that this space that is so often wasted becomes one of the best selling forces in the whole store. Both this lower section and the glass display top are

(Continued on page 131.)

SUGAR SCARCITY LIKELY

Mr. Hoover Warns North-Eastern States to Expect Scarcity—Canada in Same Boat—If Merchants Discourage Hoarding, Scarcity May Not Fall Heavily on Public

THE sugar situation at present is serious enough to cause a good deal of apprehension. Supplies of raws are to a large extent exhausted, and from now till the opening of the new crop, at the beginning of the year, there will unquestionably be a comparative shortage.

The American Food Controller, in speaking of the sugar situation, admits the possibility of a shortage, especially in certain parts of the country.

There will, he says, be a temporary shortage in the supply of sugar to the area north of Savannah and east of Pittsburgh during the latter part of October and the month of November, pending the arrival in the market of new sugar. The beet-sugar factories in the Western States are rapidly coming into action and, together with the Hawaiian production, will be able in a short time to take care of the sugar supply in the area west of the territory above referred to.

This announcement is of moment to the Canadian trade, because the Canadian trade is supplied from the same sources that supply this section where the shortage is expected, and Canada can expect no relief from the U.S. beet sugar supply.

There is nothing panicky in this statement of Mr. Hoover. It is stated at once that the shortage will be of a temporary nature. The coming Cuban crop is estimated to be considerably in excess of last year's crop, and should be able to meet the situation, but until that crop is available there must, it appears, be a period of scarcity. That condition is already beginning to make itself felt. During the past week in New York City many merchants were entirely out of sugar, and many people who attempted to buy were refused because of lack of supply. In many of the restaurants they are making a charge for lumps of sugar, with the idea of discouraging its use.

The salvation of the situation, of course, depends on how much the use of sugar can be discouraged during the next month or so. If demand can be cut down to any reasonable extent, then this period of scarcity may be passed without any serious hardship. Any tendency to hoarding either by retailer or consumer, however, may well produce a serious situation.

In this connection Mr. Hoover points out the duty of jobbers and retailers in meeting the situation. He requests that all jobbers in the West, as well as in the East, should distribute their sugar with care among the retailers in much reduced quantities, and that the retailers, in turn, should refuse to sell but a very limited quantity to any one customer. We also trust that jobbers will refuse to sell sugar to any retailer who advances the price.

A remedial contribution can be made if the American people will at once reduce their consumption of candy and sweet drinks.

Mr. Hanna and his corps of assistants are pondering this matter preparatory to some action; the merchant, however, should not wait for this, but should remember that he can use his own influence for the conservation of available supplies and probably achieve as much as would any prohibition by the Food Controller.

Food Controller Mum on Sugar Question

Hints at Curtailments and Prohibition, but no Definite Word Forthcoming.

Special to CANADIAN GROCER by Everett Andrews.

WHAT is to be the attitude of the Canadian Food Controller regarding the use, sale price, and manufacture of sugar and sugar products? Such was the question that the representative of the CANADIAN GROCER attempted this week to get answered by the Food Controller's office. As yet no definite statement is available, but there are indications that there is going to be something doing in the sugar situation before a great while.

Within the next two weeks or at least before the first of the year of 1918 there should be something forthcoming, by way of a definite statement, from the Food Controller's office that will clear up the situation. Just what is going to happen had not up to Tuesday morning been decided, or if it had been decided had not been announced.

No definite confirmation or denial that sugar entering into the manufacture of candy, confectionery, or jam, would be banned or prohibited in the future, was forthcoming from two of the chief executive heads, Mr. H. B. Thompson and Mr. S. E. Todd, when the representative of the CANADIAN GROCER interviewed them.

The impression that the representative carried away with him after talking with heads in the Food Controller's department was that there is something under way regarding the use of sugar. The use of sugar for the manufacture of jam, it was stated, is not regarded in the same category as sugar used for the manufacture of candy. Candy, so one of the executive heads quietly hinted, was something that the country could very well get along without. If one official in the department had his way, breakfast foods would be banned and oatmeal would be substituted. This official giving his opinion cited the enormous waste that is supposed to be caused through the parceling and packing of such foods. He believed it could very well, and with profit to the country, be got along without.

Sugar, so it is pretty well understood, is to be allocated in Canada by the International Sugar Committee. The time may not be far distant when the Food Controller's office will be the principal force co-operating with the International Sugar Commission in the distribution of sugar in Canada. If such a situation comes about it may work out in a variety of ways, which the grocery trade will have to fathom for itself.

It is believed that the Food Controller's office is contemplating or working toward the establishment of a regular supply of raw sugar with a view of regulating refined sugar distribution to the grocery trade and to the consumer. This belief of course is unofficial but nevertheless there appear to be grounds for it. Again unofficially it is not thought there will be further increases in the price of granulated sugar. There are quite a few angles from which the sugar situation must be viewed, chief of which is the securing of raw stock for the Canadian refineries.

ALLIES' SUGAR CONSUMPTION

Details compiled by the United States Government indicate that from present estimates, England will fall short 1,389,504 tons of her needed sugar supply. France will have a shortage of 240,000 tons and Italy 115,000 tons, a total of 1,744,504 tons. There was a consumption last year in the United States of 3,980,181 tons. It is apparent that the needs of the Allies will demand about 30 per cent. of last year's total production. Sugar exportation and consumption have increased enormously in the past few months. Latest figures show that the stock at Atlantic ports is 210,884 tons or 129,039 less than the same time last year.

Food administration officials fear no shortage of sugar. They urge, however, that Americans conserve sugar supplies so that in event of emergencies there will be no drastic shortage. There are now raw sugar products in the Philippines of 70,000 tons, and in Hawaii of 643,000, Java also has large supplies, as well as other Pacific islands. However, this supply cannot be counted on as certainty, because of shortage of vessels. England has bought large sugar supplies which ordinarily would flow to the United States. While the Cuban crop is estimated at 687,840 tons, it appears that all but 280,000 tons has been contracted for by England. This partially offsets the loss of sugar England normally gets from her colonies, but which has been cut off by the war.

Hints From Here and There in the Trade

Ideas that Other Merchants Have Found of Value

A SEPARATE DELIVERY DEPARTMENT

Kent & Brown, Moose Jaw, have decided to make special department for their delivery entirely separate from their grocery store. For a long time they have been doing their packing for telephone orders in a separate room adjacent to the store, getting supplies for both this department and the store from the warehouse further on. It has now been decided to put the warehouse between the store and the delivery department. This will provide a check on the delivery man or on any body else who goes through the warehouse. Thus the delivery department will be at the back door. If this is not found practicable they will revert to the old system. One objection to the old system is that they have not got an absolute check on everything going out the back door.

Mr. Brown was asked if there was any objection to have a separate room for delivery purposes. He says the only objection he knew was the fact that the public had a tendency to go where things were humming. Under this new system the delivery department might be worked to death and yet the public get the impression there was nothing doing. The advantage of this department of course is that the man can go ahead and put up orders without interruption from the public, which he could not do where the customers were moving around, then it keeps the store from being littered, and the shelves are always neat.

This new department will be painted white in order to be perfectly sanitary. It will have a separate phone, which will be advertised, and arrangements will be made that orders placed on the 'phone between 4.30 and 6 o'clock will leave store at 8 a.m. next morning. The store has an automobile for delivery, and another one is expected to be put on shortly.

MAKING THE MOST OF ADVERTISING

One successful grocer follows the policy that when an ad. is used that it should be cashed in on to the fullest possible extent. Accordingly, copies of his advertisement are clipped from the local paper and enclosed in glass front frames that are placed on the counters, so that people visiting the store will have their attention attracted to the current advertisement.

It is frequently the case that a customer will become somewhat interested in some article featured in an ad., but it slips her memory by the time she has visited the store. This scheme will remind her as well as do direct publicity work.

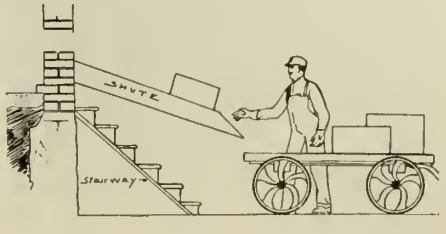
An effective fruit display stand.

AN IDEA FOR A CIGAR STAND

A Western dealer who has a show case in which he carries tobacco and cigars, makes use of an ordinary brick on the top of the show case, which might be used by other retailers. The recess in the top of the brick makes a container for the matches. The danger of a match box is that customers are liable to help themselves to too many. The brick can be painted if necessary, but one face should be left rough so that customers can strike their matches when leaving the store.

SPEED IN WAREHOUSING GOODS

Kent & Brown Co., Moose Jaw, have an underground railway in their cellar for taking goods from the street, which is especially suitable for heavy goods, such as potatoes. This arrangement is very simple, the track running in the centre of the cellar so that goods can be thrown on either side. When the goods arrive on the sidewalk, they are pushed down a shute, landing on a truck.



MAKING USE OF BISCUIT TINS

B. McDonald, of Picton, Ont., has found an effective way of making old biscuit tins useful. He puts a wooden partition down the centre, dividing the can into two parts. The top is also cut in half and hinged in the centre. This makes a most convenient receptacle of such things as spice, shelled nuts, etc., and when displayed in a regular biscuit display case, is a most convenient and attractive adjunct to the store.

THE EGG DAY IN THE GENERAL STORE

Squire and Son of Norwood, Ontario, go quite extensively into the produce business, and their trade with the farmers in eggs alone amounts to a very considerable amount. In order that this business may not conflict with their other business, and also to encourage the farmer to bring in the eggs promptly, and so avoid the heavy item of loss from spoiled eggs, this firm has developed the idea of having special Egg Days on which occasions the farmer bringing in his eggs is paid two to three cents per dozen more than on other days in the week. This has been found a very satisfactory method of handling the business. All the eggs are candled when received, and the customer is supplied with a slip similar to the one reproduced herewith, that shows just how the delivery of eggs turned out, and what they may expect to receive.

This has proved a very satisfactory method of handling this business.

Date.....

Name .....

Quantity .....12 doz.

Price.....

NEW LAID	.....	12 Doz.
HELD	.....	12 Doz.
ROTTEN	.....	12 Doz.
CRACKED	.....	12 Doz.

"SETTLEMENT DAY" A GOOD IDEA FROM THE SOUTH

A Virginia grocer has a monthly settlement day for his customers, when all outstanding bills are supposed to be paid. This day always comes on a Saturday, and the Friday daily paper carries an announcement of the fact that "Tomorrow is Monthly Settlement Day." His customers have by this method become trained to settling their bills on this particular day. This concern also pays its own bills on the same day.

ADVERTISING FOR FOLKS IN SECOND STOREY

The T. Eaton Co., Winnipeg are making use of an idea which might be adopted by other dealers. On the top of all their rigs, their name is printed in very large type, and the number of the rig. This distinguishes Eaton's rigs from all others travelling on the streets of Winnipeg, as far as people in upstairs windows are concerned. The fact that the number is placed on the rig gives some idea of the number of rigs they have in operation.

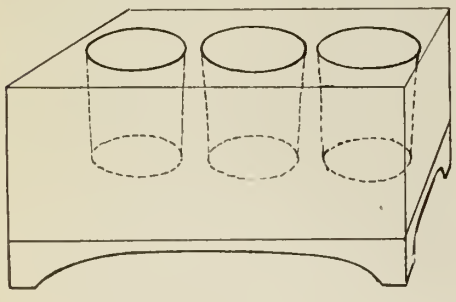
Another method of impressing the name of the store on customers is used by a retailer on Sargent Avenue, Winnipeg. He has his name on a very artistic sign, just above the entrance to the warehouse. The idea probably is that the sign inside the store will impress the customer far more than a sign on the outside. It can also be seen distinctly from outside the store.

MAKING THE MOST OF PILLARS

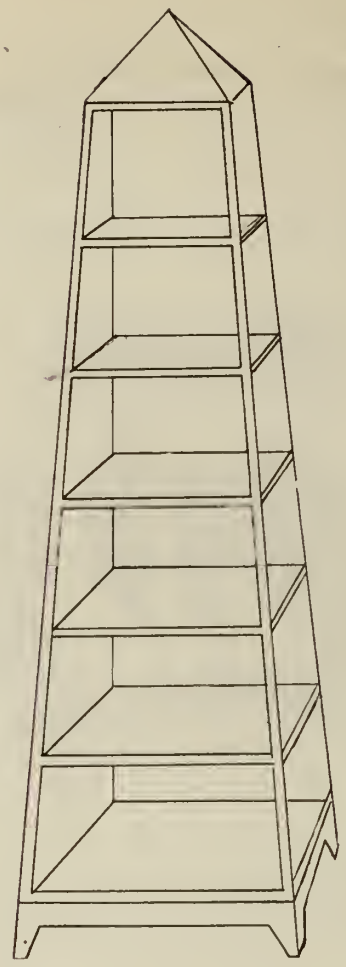
Pillars are, as a rule, unsightly objects in a grocery store. That they can be made not only attractive in appearance, but effective means of displaying goods, is evidenced by the experience of Dean Brothers, Goderich, Ont. There are two posts in the store, which were always an eyesore to the proprietors until they decided to make use of them. A square wooden shelf, something like an upright bookcase, was built about them standing about six feet from the ground. This gave four display shelves on each side of the pillars. The shelves were stained to match the other woodwork of the store, and present a very attractive appearance. The total cost for the two amounted only to about $15.

DISPLAY BULK PICKLES AND MINCE MEAT IN AN ATTRACTIVE AND SANITARY WAY

There is often a good deal of difficulty experienced in properly displaying such goods as bulk pickles, mince meat, peanut butter and similar lines without sacrificing something of their value. Bradley Bros., of St. Catharines, Ont., have met this difficulty by a small oblong



case standing about three feet from the ground. The case has openings for three moderate sized pails or jars, and there is a close fitting glass cover that goes over the whole case. The idea is illustrated in the accompanying drawing.



A SHOW CASE THAT ECONOMIZES FLOOR SPACE

There are often times, when there is some corner of a store that is well lighted and otherwise suited for display purposes, except for the fact that the space is too limited for any of the usual display cases. W. Hern, of Goderich, Ont., has met this difficulty with a very unusual model of display furniture. It is a case standing about six feet high and occupying a base of less than two feet square. This is divided into a number of shelved spaces and has glass sides. The accompanying drawing will give some idea of the nature of the case. It forms an excellent means of displaying small articles.

INSURING AGAINST ANNOYANCE FROM POSSIBLE MISTAKE

McBean's Grocery, corner Lilac & Corydon, Winnipeg, have a card in a prominent position in their store, in which they offer to correct any mistakes that are made. It is worded in a manner that would invite any woman to submit her troubles without fear. The wording is as follows:—"Try as we may in this store, we cannot always avoid mistakes, but we can and will cheerfully correct them."

KEEPING SALEABLE LINES ALWAYS ON VIEW

The A. W. Campbell store, Thorold, Ont., very closely adjoins the Niagara, St. Catharines and Toronto Railway. A good many passengers have to make transfers here, and frequently have to wait quite a time. So many of these travelers used to drop in to see if the store had any cakes, or if the visitor was of the masculine persuasion, to see if it carried cigars, that Mr. Campbell began to see that there were possibilities in these lines, if it were made quite manifest to the passerby that these goods could actually be had. For that purpose two small glass cases, one at each side of the window, were installed, one is used for displaying tobacco and cigars, the other for fancy cakes. Thus the store gets the benefit of displayed goods, with no consequent depreciation in the value of the article displayed, and a considerable trade has resulted.

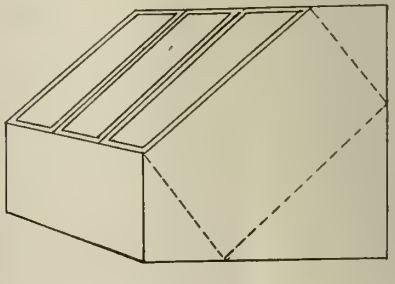
CATCHING THE ATTENTION WITH A MOTH BALL

By simply planning a new use for some of the soda water drawn from a soda fountain and some ordinary camphor balls, a Western grocer drew crowds to his window for days. He drew off a pint of the carbonated water and placed it in a tube which measured about an inch in diameter adding a moth ball to the tube.

The ball was heavier than the water. When it became soaked with water, bubbles of the carbonic acid gas clung to it and brought it to the surface of the tube. The gas bubbles then broke, taking away the buoyancy from the ball and causing it to sink to the bottom of the tube. Again gas bubbles attached themselves to it, brought it to the surface, broke, and the ball sank. A sign, "What Makes It Move?" kept the crowd guessing.

A SIMPLE DISPLAY CASE FOR ORANGES

There are about three sizes of oranges that are generally sold, that means three boxes generally on display. Charles B. Shields of Queen Street W., Toronto, has originated a simple case that just holds the three boxes. The drawing which accompanies this item will give some idea



of the construction of the case. The cases are held at an angle that provides the very best display, while the shelf at the top is useful for display purposes.

GOOD ADVERTISING THAT COSTS 5 CENTS

A grocer in Lethbridge bought out the stock of another dealer who had gone out of business. In the stock was a supply of soap, which the manufacturers claimed to be especially efficacious in washing dirty clothes. He had never heard of this line, and in order to start it going, placed a package of it in his show case. One day he asked one of his best customers, as a favor, to try this soap out next wash day. He presented her with a tablet, and she agreed to report the result to him. She was so pleased with it that she became a regular user of this line, and told all her friends about it, so that they all came to the store to secure a supply. The grocer, who told this story to a representative of CANADIAN GROCER, said: "It was the best five cents worth of advertising I ever did in my life; it not only brought customers for the soap, but it brought me a number of regular customers besides."

MAKING FRIENDS WITH A SCALE

Everyone likes to know his weight more or less frequently. A merchant from across the line capitalized this view and kept people coming to his store, by the means of a public scale. He has placed a scale in the front of his store. Anybody can step on the scale and weigh himself without charge. The merchant or one of the salesmen usually manages to be near at hand, and gives each person who weighs himself a small card, so ruled that the date can be written in one column and the weight in another. There are spaces for half a dozen weighings.

A good many people have formed the habit of coming to get weighed each week, and naturally it is easy to buy then.

COMPARTMENT BOXES FOR NUTS FOR TRENCH PACKAGES

A Chicago grocer has made quite a feature of mixed nuts for the boys in the trenches. These boxes hold perhaps a pound or so of mixed nuts, and have a transparent celluloid face. The box is divided into five compartments in each of which there is a different variety of nuts. The box is designed to form an item of a larger trench box. This is an idea that might well be emulated.

A METHOD OF DISPLAYING ORANGES IN SMALL SPACE

A. P. Johnston, Ottawa, inaugurated the simple device of opening five or six boxes of oranges, and tacking over the opened top some wide meshed chicken wire. This holds the oranges in place and they may be piled on end on top of one another. In this way they make a fine appearance, and occupy a very small space. While in this position, the wire is practically invisible.

MAKING THE MOST OF AN ODD CORNER

The silent salesman illustrated above is one used by George Graham & Company, Montreal, to occupy a small space just at the entrance of the store that would otherwise go to waste. The goods displayed here have a peculiarly forceful appeal, in that they are the first thing to catch the eye of the customer on entering the store.

A COUNTER DISPLAY DEVICE

W. J. Powell, Goderich, has a useful little counter display device that he uses with effect. It is in the nature of a double pyramid, the smaller pyramid rising from the larger. When decorated with goods, it makes a very effective display.

KEEPING CANDY TO THE FORE

A large number of grocers handle candy, but many of them do not make the most of that fact. The candies are not conspicuously displayed in the store, nor is there any suggestion outside that they are available within. As an example of a good way of keeping such goods in the public mind the window sign of C. A. Farmer of Perth, Ont., might be noted. He does a very good business in this line, but he does it by letting the people know that he does it. Note how the fact is emblazoned on the window.

Candy suggestion always in view.

A SATURDAY EVENING POTATO SALE

F. A. Wilson, St. Catharines, Ont., has inaugurated an interesting novelty in the sale line—nothing more nor less than a Saturday evening sale of potatoes. This is not exactly the time that most merchants would think of for selling potatoes but it has proved a good time. Of course if they were delivered it would be a different matter. It is, however, one of the conditions of the sale that in return for the lower price at which these potatoes are sold they must be carried home. The parcels are all made up ahead of time, and the idea has worked well.

EGGS BY BOX

A new "mode a vendre" applied to the selling of hen fruit was inaugurated by a vendor at the Hamilton market recently. In the past eggs have been sold by the dozen, the pound, the quart and individually, but the new method is selling the precious hen fruit by the box, the box in question being of the sort which usually contains strawberries, etc. The boxes were sold at exactly 50 cents with eggs at a price of 55 cents per dozen.

FOLLOWING UP AN ORDER

"If one of my customers ordered certain goods as a present for a friend to be sent last Christmas to a certain address"—so a certain grocer reasons—"perhaps he will want to do the same this year." And the grocer has found it profitable to send to each patron a copy of the previous year's order, with a short letter of appreciation.

HOW A GIRL BUILT UP THE COFFEE TRADE

A grocery store had a new cashier, a girl. One day she chatted with a coffee salesman while he was waiting to see the boss, says James H. Collins in *Every Week*. He told her things about coffee that were interesting and new. He said that it was a pivot article in a grocery store, because it carries a fair profit, against staples like sugar, which are sold for practically cost; and that it was also a fine article with which to make customers and hold them, because people are finicky about coffee, and like to change from brand to brand. Also that poor coffee was not in the brand always, but in poor coffee pots—and sometimes dirty ones.

He told her about the three broad groups of coffee taste—how some people like rich coffee, others mild, and others have to buy strong, cheap grades. Likewise much about blends, prices and profits.

The electric light company in that town sold electric coffee percolators. This cashier arranged for a store demonstration of good coffee-making with a commission on each percolator sold.

She learned to humor individual coffee tastes, and she built up a coffee trade. In a few months she was out of the cash cage, in charge of a thriving coffee department.

Interior of the L. C. Teeple store, of Lethbridge, Alberta, showing the attractive display fixtures and separate table displays.

Making Store's Appearance a Real Asset

Cleanliness, Equipment and Quality Goods the Best Argument—How They Have Been Effectively Used in the Case of a Western Store—A Hint to Other Merchants.

IT isn't always that the actual store can be considered as an asset. Far too often the surroundings, are anything but the most attractive, and often serve to discredit the goods sold. This is exactly a reversal of the situation as it should be. The store should be one of the best selling arguments for the goods. Its bright and attractive appearance should be one of the forces that could be counted on to bring trade.

This is the idea that L. C. Teeple of Lethbridge, Alta., has set before himself and a glance at the photo appearing above will show how well Mr. Teeple's idea has been carried out. To use his own words "The store itself is my best asset, especially in its cleanliness and layout. I have absolute proof that it has actually brought me business. I have often noted newcomers when they enter the store looking around, and usually their first comment is on the cleanliness of the surroundings in which the stock is displayed and housed."

The Store a Large Pantry

Mr. Teeple looks upon the store as a large pantry, in which the goods used in the home are stored. The average housekeeper would not permit a speck of dust, or the hint of uncleanliness to exist in her pantry, and Mr. Teeple believes that the case is no different in the store. The most attractive surroundings are sure sooner or later to result in increased business, and a class of business that is to be desired. In his belief in this idea, Mr. Teeple has not neglected to maintain it in detail. At least once a month the floors are thoroughly scrubbed and the fixtures and woodwork generally are gone over with liquid polish. Many of the most modern equipment devices for the handling and protecting of goods are to be found in the store, and every effort is made all the time to keep abreast of the very latest ideas in attractive display equipment. To add to the idea of neatness both Mr. Teeple and the clerks always wear white coats when serving in the store.

This idea steadily maintained has been one of the chief forces in building up this business, a business that caters to the very best class of customers.

As a result of the type of business done Mr. Teeple has more or less featured what might be called luxury lines. When the war broke out the demand for these lines steadily declined. The well to do class who had been the bulk of the store's patrons, were as a rule holders of real estate, which in those days was anything but a negotiable asset, and as a result many of these patrons were land poor.

This changed to a great extent for a time the type of business done, people who had been buyers of olives and French and English importations and similar lines were forced to buy only necessities and to buy them where they could be had cheapest. Two years ago Mr. Teeple said all customers were anxious to get quantity, now however the tide had turned again, and quality was the prevailing demand.

Poor goods, like a poor looking store, Mr. Teeple thinks are about the poorest investment that a man can make. The best quality will eventually win out.

Can Sell Good Stock While Poor Stock Hugs the Shelves

I can sell good groceries, he continued, and the cheap stuff will stay on my shelves and refuse to budge. Any price within reason is paid without complaint, we make a profit, the people are satisfied, and the store gains in credit.

When I am buying now for the sake of a few cents saving I would not think of buying anything but the best. I find it the best policy to keep the tone of the store high, to give the customer the best

of service, and the best of goods that I can buy, in the best and brightest and most cheerful and cleanly surroundings that I can provide.

This isn't a fad of Mr. Teeple's, because fads don't usually produce results and this idea most certainly has. It has, according to Mr. Teeple's own statement, been the greatest argument in increasing his business, and has actually shown tangible results in this direction.

In the fall season when the merchants are planning for store improvements these are points worthy of serious consideration. Cleanliness and order are at least not costly, and Mr. Teeple's experience should be enough evidence of the business building character of these details.

No Increase in Fish Prices

Ontario Gov't Fish Prices Unchanged This Winter Though Initial Cost is Increased—U.S. Bureau of Fisheries Urges Dealers to Increase Fish Sale.

IT is altogether improbable that there will be any increase in the price of Ontario Government fish from the inland lakes of the province during the coming winter. The plans for the carrying on of fishing on Lakes Nepigon, Nipissing, and Simcoe during the winter entail a greater expense than during the summer season, and it was, therefore, anticipated by retailers and users of fish that prices would necessarily advance. The Government is called upon to pay 1c per pound more for fish at the lakes during the winter, according to the statement of Mr. S. L. Squire, Government distributor, but this extra cost is compensated for to some extent in the matter of express charges and ice. A more efficient handling of fish in quantities will be undertaken, which is designed to decrease express charges, and it is also unnecessary to use ice during the winter in the refrigerator cars. These two savings materially affect the price of fish as delivered in the city, and will render it unnecessary for the Government to increase prices even though the initial cost is 1 cent per pound higher.

Nothing further has been done in the matter of equipment for the handling of Government fish during next summer months. Mr. Squire recently stated that dealers would be called upon to instal some equipment for handling fish in the hot weather in order to guarantee the delivery of the fish to the customer in the best condition. A certain equipment consisting of a cheaply designed fish box has been approved by the Fish Commission at Ottawa for use in connection with the sale of Government fish supplies brought from the coast under the direction of Food Controller Hanna, but some special equipment may be approved by the Ontario Government for the purpose of handling the fresh water fish.

The fish question is receiving considerable attention in the United States at the present time, for it is realized that no food company menu is complete without its diet of fish. Americans have lagged far behind other people in their appreciation and consumption of fish, and the per capita consumption of fresh, salt, pickled, and smoked fish is relatively small. However, prices of meat in the United States are compelling a turning toward fish, combined to some extent with a Government publicity campaign. There are said to be two or more fish eaters in the United States to-day to every one a year ago. Within another six months there will be a further material increase, and the process is certain to continue, according to an authority on the subject.

The United States Food Administration is educating the people to the value of fish and urging its substitution for meat. This work will continue as long as the war emergency lasts, but the results will be permanent. It is fully expected that a much larger production of canned fish must come to meet the bigger requirements. The Government is working hard, both with consumers and retailers, to get people to use more fish. During the last few days the U. S. Bureau of Fisheries has issued two appeals—one to retailers and the other to consumers, asking the former to sell more and the latter to use more fish. The circular addressed to retailers asks if the general question of securing supplies in good condition and obtaining the varieties asked for by the buying public are reasons or excuses.

"It makes no difference," says the circular, "you will not have a chance to argue the matter. You've got to show them. You know that the minute fish die their flavor begins to fade, and that they are on their way to spoiling unless they are kept ice cold at all times. The customer may not know this, but he knows whether a fish tastes good or not."

"Do you keep your fish cold at all times? Are there flies in your shop? Is your shop spotlessly clean? Are your salesmen cleanly in body, clothes and habits? Do you advise your customers about fish; what kinds to buy and when; how to protect and cook them? Are you trying to introduce new fish to them? Are you laboring to make every day a fish day? You never had a better chance to help your business and your country. But you must show the clean shop, sell the perfectly fresh fish, and give your customers the benefit of your knowledge and experience."

These same facts also apply to the Canadian trade interested in the sale of fish, though, so far, the difficulty in Canada has been in securing sufficient supplies to meet the demand. Strict adherence to some of the points outlined above may be required next summer, when the Government scheme is enlarged and the warm weather difficulty has to be met.

SPEED IN SELLING A BUSINESS ASSET

(Continued from page 125.)

also served by the refrigerating coils and are an effective agency in protecting as well as displaying the goods.

The ice machine that provides the refrigeration for both counters and refrigerator is located in the basement, and its operation is not an expensive item. Something like $6 a month is sufficient, on the average, to cover the cost of refrigeration.

With this equipment Mr. Brown is able to give full rein to his belief in display, and certainly he takes full advantage of it. It is doubtful if anywhere in the city there could be found a more attractive display.

Making Use of Idle Hours

Mr. Brown speaks also of the aid the system has been to him in helping him speed up sales. There are idle hours during every day, when the clerks can be employed in cutting up meat. Every Friday night, too, enough roasts and different cuts are prepared for the whole of the Saturday's trade. These are piled on the long shelves that occupy both sides of the large refrigerator. It is easily seen how this would speed up sales. The customer has not to wait for her order to be prepared. There is a roast already cut for her, or if she does not like that one, there are a dozen or more for her to choose from. It is the work of seconds instead of many minutes to serve the customer. Her purchases are made with the minimum loss of time and she goes away with the satisfied feeling of having been well served. Now under any but a good refrigeration service this sort of thing would be quite an impossibility. That is why Mr. Brown believes that it is money well invested, and will shortly pay for itself in customers drawn to the store by a prompt and efficient service.

Mr. Brown also does a goodly business in prepared meats, sausages, etc. That's another place where this system helps. The ample accommodation enables them to make up these goods as the opportunity presents itself—on Friday night, for instance, when they are cutting up the meat, and those parts that go to the making of chopped and prepared meats are at once looked after. There is a department in the cellar for looking after this work, and all these spare ends are used up when they are freshly cut. This not only saves a large item of wastage, but provides a better product.

Speedy service, attractive display, and quality goods! That is a pretty good basis on which to build a successful business, when it is backed by an equipment that not only provides a more effective display and lends a greater speed, but provides also for the maintenance of the quality of the goods; then you have a combination that is beyond a question a great argument for success.

Not Opposed to Package Goods

U.S. Food Administrator Has Taken no Action Against Package Goods, Instead the Department Seeks Aid From Specialty Manufacturers — No Attack on Established Selling Methods.

Editor's Note.—The conservation idea has obtained such a hold of late that it has led to some mistaken ideas. In Canada, as in the United States, it has led to a more or less vigorous campaign to eliminate package goods and to replace them with the bulk article. As we go to press, Mr. Hanna is out with the ill-judged decision that all package cereals are to be banned. In the United States Mr. Hoover was supposed to favor the same idea. A recent article that appeared in "Printer's Ink," and which is reproduced herewith, indicates that in the United States the Food Control Department does not consider that any great saving could be attained by the disturbed condition of business that would unquestionably follow such a radical change.

THE Food Administration does not contemplate calling upon food manufacturers to abandon their advertised packaged brands of foodstuffs in the interests of conservation. Neither has Mr. Hoover's department sought to change the accepted methods of distribution, either through wholesalers or direct to retailers. These facts were indicated at a recent conference between members of the American Specialty Association and officers of the Food Administration. Issues of this sort will be avoided, at least until a time when war necessities are more pressing than they are at present.

It was sought to have represented at this council of war the interests in control of the major part of the American output of package goods, such as cereals, breakfast foods, baking powders, flavoring extracts, washing powder, corn products, canned soups, beverages offered as substitutes for coffee, grape juice, etc., etc.

There was elaborated at the conference a "war policy" that has a certain element of interest for advertisers outside this particular branch of the specialty field. For example, there was brought up the question of the simplification of the package in order to secure for ultimate consumers prices as reasonable as possible in this era of high cost of living.

The whole spirit of the conference was suggestive and inspirational rather than mandatory. No specific recommendations were made involving curtailment of printing or modification of labels on packages, but the thought was left with each manufacturer that in the interests of war service it might be well for him to take stock of his package forms with a view to any economies that might be effected without real loss of attractiveness in the package or risk of impairment to the contents. Possible reforms in this direction take into account not merely the dress of individual package goods, but likewise conservation in wholesale packing and crating. For example, Theodore F. Whitmarsh, president of the National Wholesale Grocers' Association, who is serving as a volunteer executive of the Food Administration, has suggested that if a specialty manufacturer is packing his goods in cases of six dozen to the case while the average purchase by retailers is in three dozen lots the time is here to revise the wholesale unit, thereby effecting a saving of box material and conserving the time necessary to break up and repack the large units.

Development of a package system based upon the use of substitutes was one of the objects of this particular "get together" movement. Especially was attention directed to the need for the replacement to the greatest possible extent of tin containers.

Department Merely Suggests Relief Measures

There appears to be more or less misconception regarding the lengths to which the Food Administration has gone in discouragement of the use of tin containers. Recently, retailers have been heard to express surprise that, alarming reports to the contrary, the new pack of canned soups is available in the familiar tin containers. As a matter of fact there has, to date, been no serious restriction upon the use of tin containers except in the case of baked beans and one or two other products. The co-operation asked of manufacturers has been voluntary. Whether it will be necessary later to resort to compulsory, restrictive measures will depend largely upon the disclosures of the country-wide inventory of pig tin now being conducted by the Food Administration. In any event, specialty manufacturers will be consulted before unusual regulatory action is taken on this or any other subject.

Practical advertising men are perhaps most interested in the phases of this co-operative programme that pertain to advertising. Here again, however, the disposition of the Food Administration official who addressed the conference was merely to suggest possible lines of action and leave the application of the basic idea to the discretion of the individual manufacturers. The thought left with the specialty men was that good may be accomplished for the common cause by the manufacturer who will arrange his advertising copy in sympathy with the war aims with respect to food conservation. For example, to cite an illustration that Mr. Whitmarsh gave, a baking powder manufacturer might proclaim the serviceability of his product for war menus rather than to lay stress upon its uses for the baking of cakes and other delicacies that must be regarded as more or less a war extravagance.

A constructive suggestion elaborated at the conference was to the effect that the travelling salesmen engaged in the introduction of this line might be enlisted for important missionary work on behalf not only of food conservation, but likewise of more efficient merchandising on the part of the rank and file of retailers. It is estimated that from 40,000 to 50,000 salesmen are engaged in the introduction of food specialties, and the idea is to persuade this distributive force to throw all the weight of its influence with retailers against hoarding and against speculation and in favor of the sale of goods at fair prices.

One subject that was, with good reason, diplomatically avoided at the conference was that of package versus bulk foodstuffs. An impression has gained credence in business circles that the Government, in its enthusiasm for readjustment of the American scale of living, has set its face against package goods, especially breakfast foods, etc., and in favor of the supposedly cheaper but less readily identified bulk products. However, it is only fair to say that such expressions as have been made along this line have come from officials of the United States Department of Agriculture. The Food Administration has not sought to disrupt in any way the package-purchasing habit of the American public. Indeed, the specific co-operation of breakfast-food manufacturers is one of the latest forms of aid extended to the Food Administration.

ASK EXEMPTION FOR DAIRYMEN

At a recent meeting of the Executive Council of the Dairy Producers' Association of Quebec, it was decided to ask exemption for all makers of butter and cheese. Dairy inspectors will be instructed to appear before the exemption boards and point out that butter and cheese makers are required at home.

B. C. POTATO CROP

The Deputy Minister of Agriculture for British Columbia has estimated the provincial potato crop at 61,000 tons this year as compared with 72,000 tons last year. Of this year's supply, it is understood that approximately 40,000 tons will be required for home use in the way of food, and some 8,000 tons for seeding. On this basis there will be about 13,000 tons available for the evaporating plants or for export.

How Package Order Will Affect Trade

Enlargement of Time for Disposal of Goods Removes One Hardship—Inference That Certain Package Goods Will be Excluded from the Operation of the Embargo—The Case Against the Order.

BY WIRE TO CANADIAN GROCER, TORONTO.

"Time extended for sale of package goods by retailers to first of January next, thereafter license required."

W. J. HANNA.

Ottawa, Oct. 24—Special to Canadian Grocer by Wire:

Hon. W. J. Hanna, Food Controller, stated in an interview with Canadian Grocer that he appreciated that the restriction on the sale of small packages of foodstuffs would work hardships in some cases. There was no intention to make any exemptions from the terms of the order. If any manufacturers could prove that any specific food was as cheap in packages as when sold in bulk, he would license its sale in the package form. At present this will be the only exemption and every case will have to be decided on its merits.

The order has been extended, making the period after which no packages can be sold to Dec. 1 for wholesalers, and Jan. 1 to retailers. "The principal reason," said Mr. Hanna, "for the ordinance restricting the sale of certain package foods is that substitutes for wheat should be made available to the public as cheaply as possible in order to increase their use. By everybody returning to the practice of purchasing cereals and cereal products in bulk, the people would be able to buy more cheaply and at the same time would be assured of a fresh supply.

"We have found that rolled oats and many wheat products when sold in the smallest packages often cost over fifty per cent. more than when sold in bulk."

In the case of cornmeal, he admits, the difference is not quite as great, but claims it is still considerable.

"People," he declared, "do not seem to realize when buying the common cereals in small packages that a large percentage of the cost is represented in the package and the advertising."

FROM CANADIAN GROCER SPECIAL CORREPONDENT IN OTTAWA

Ottawa, Oct. 24.—Some relief for manufacturers of breakfast foods whose sale after a certain date will be prohibited, as announced by the Food Controller's department, is contained in the license system. The representative of the CANADIAN GROCER, on inquiry at the office of the Food Controller on Tuesday, was informed that in special instances, after it had been shown to the satisfaction of the Food Controller that marketing of the food in their original packages could not be effected without hardship or more economically, that a license would be granted them.

This means that in the case where a certain breakfast food is placed for sale in cartons that it can continue to be sold in the said carton, as it is at present sold, if a license is granted the manufacturer by the Food Controller's department. To secure this license conclusive proof that the breakfast food cannot be more cheaply parcelled, and the cost of it proportionately reduced to the consumer has to be shown to the satisfaction of the Food Controller.

If breakfast food manufacturers put up their product in 20-lb. cartons they will not infringe on the Order-in-Council, nor will they have to secure a license. The Food Controller's office does not think such action will be taken by the manufacturers. Ottawa grocers look on the bulk sale system as being feasible in the cold weather, but say it is not applicable in the summer months.

THE ORDER-IN-COUNCIL

The Order-in-Council regarding package goods, as published in an "Extra" edition of *The Canada Gazette*, is as follows:

"His Excellency the Governor-General in Council, under and in virtue of the provisions of the War Measures Act, 1914, or of any other enabling authority, is pleased to order, and it is hereby ordered as follows:

1. Unless licensed thereto under the provisions of this ordinance, no manufacturer or wholesale dealer shall, on and after the first day of December, 1917, and no retail dealer shall, on and after the first day of January, 1918, offer for sale in Canada any foods known as breakfast foods, or cereals, or flour or other foods which are the product of wheat, oats, barley, rye, rice, peas, beans, buckwheat, Indian corn (maize) or lentils in original packages of less weight than twenty pounds.

2. All such foods shall be sold by the pound or ton, and shall be net weight to the purchaser.

3. The Food Controller shall have the power to grant licenses, in such form and upon such terms and conditions as he may prescribe, for the sale of any such foods in original packages of such lesser weight or size as he may deem expedient and may by written order exempt from the provisions of this ordinance any particular class or classes of persons, communities or places during such period or periods as may be prescribed in such order, and may from time to time revoke or change any such order.

4. Any person violating any of the provisions of this ordinance shall be guilty of an offence, and shall be liable upon summary conviction to a fine of not less than ten dollars and not exceeding five hundred dollars, or to imprisonment for any term not exceeding six months, or both fine and imprisonment."

THE items printed above put a slightly better face on the package cereals embargo than first reports would suggest. The extension of time in which it is possible for both wholesaler and retailer to dispose of stocks already on hand has removed one of the most outstanding hardships, for wholesalers would have found it absolutely impossible to dispose of their stocks within the week's time originally granted, and the month would have been equally short for the disposal of the retailers' stocks. A representative of one of the large food companies estimated that there would remain on the shelves of the retailer, after the time for disposal of these goods had expired, stocks roughly totalling in value three-quarters of a million dollars. Fortunately this difficulty has largely been obviated by the extension of time granted—a period that should allow all merchants to clear their stocks. The essential objections to the embargo, however, still remain in force, and present a weight of evidence that appears to the trade at large overwhelmingly convincing. It is hard to understand how such evidence could have been practically ignored in the making of such a far-reaching law.

Would Shut Certain Goods Off From Market

Take the case of the manufacturer. There are unquestionably certain lines of cereals that can be packed in 20-lb. cartons; there are other lines of breakfast foods that depend entirely on the small package to maintain their quality and general character. In 20-lb. cartons these flaked and shredded foods would simply grind themselves to powder, and in all probability would mean that the retailer in each package bought would have to face a loss of at least 50 per cent.—that is without considering the injurious effect of atmospheric conditions on these goods. Considering these conditions, officials of some of these manufacturies frankly admitted that a hard-and-fast adherence to the letter of the Order-in-Council would simply mean that they would have to withdraw from the market and close their plants. These products simply could not be handled on the basis that the Food Controller laid down.

Most of these foods have been packed in cartons similar to those now in use since their very introduction, and it had never crossed the minds of the manufacturers that they could be handled in any other way. Even the most casual consideration of some of these foods would be sufficient to convince practically everyone of the justice of these contentions.

An Enormous Wastage in Cartons

Then there is another item. These breakfast food companies have on hand large stocks of cartons. In practically every instance they have contracted heavily in advance of the present paper shortage. These packages represent the same outlay, whether used or unused. Moreover, the carton manufacturers have on hand large stocks of board, made in the special weight and size for the manufacture of these cartons. In neither instance could these stocks be turned to any other useful end. They represent a sheer waste, and a waste that must be paid by someone.

In the special despatch quoted above there is the statement that where the manufacturer could prove that the packaged product was as cheap as the bulk probably licenses would be given for the manufacture of their product. The interpretation of these words of the Food Controller would appear to be an admission that a hard-and-fast ruling on all cases was impossible, and that in such instances as those mentioned above where the change in form would mean the practical elimination of the product, then license would be given to continue the package sale.

Possibilities of Saving Small

For some time past CANADIAN GROCER has been pointing out the difficulties that would follow any attempt to change from the package form of sale. It has pointed out that the advantages to be gained are visionary, the disadvantages very real indeed. The only advantage claimed is in cheaper food. The manager of a large milling concern makes the statement that there is a saving to be made in bulk, if the bulk is large enough, but in the small package, in ones and twos and five pounds, there is no possibility of saving. The incidental charges of parcelling, and paper and twine and delivery, and the time element involved, must of necessity represent money. The manufacturer, with the best of machinery at his disposal, can cut down the charges on such operations as these by reason of their extent. That is all. In either case, of course, these operations must be paid for.

What then is to be gained? Will the poor profit? Are the poor accustomed to buy goods in 20 and 50-lb. bags? And if they did, would it not be more likely to encourage waste than to inculcate a spirit of saving? Would they be able to give the product the same care as the manufacturer? There are also large classes of the community who, by reason of their mode of life, in crowded sections, in boarding houses and apartments, are not able to stock large supplies. They may be compelled to buy in bulk, but it will be merely in package quantities. Certainly nothing can be hoped to be gained thereby.

Putting Work on the Store

There is the other important phase of the situation—the added demand on the personnel of the store. It takes little time to put up an order of packaged breakfast foods, or a dozen or fifty of them. But to parcel out fifty different packages would entail an expenditure of time that the modern merchant is not able to meet. It may be urged that there are idle moments in the store when this work can be done. It is to be remembered, however, that these idle moments are not nearly as numerous as they were a few years ago. Stores are mainly understaffed, or running on the narrowest possible margin of help. In some instances this is a matter of economy. In others, it is an actual result of an inability to get help. In many instances the store is now staffed with a new help, who are not in many instances as efficient as the old-time help. In many instances girls have taken the place of men. They are not trained grocery clerks. They can neither work as fast or as efficiently as the old staff. On the head of this condition the merchant is now faced with a great increase in the work of the store. It must of necessity entail extra help, which in turn must just as inevitably entail extra charges against the purchasers of the goods. There is no way of evading this fact. The merchant stands to lose by the change, and the merchant's loss must be recouped, and the only source is through the public.

There is no attempt to quarrel with the general proposition, that the actual package in which these goods are now sold costs money, which the consumer must pay. That is, of course, a fact. But the contention of the CANADIAN GROCER, and the experience of all branches of the trade point distinctly to the fact that the expenditure here made is counterbalanced by other expenditures conserved that more than offset these, and leave a balance of better sanitary conditions for the goods, and an easier and better service for the handler.

George A. Macdonald, sales manager of the Quaker Oats Co., Peterborough, Ont., said that the ruling was like a thunderbolt out of the clear sky to their company. He had noticed seevral vague rumors in the press that such a step was contemplated, but never thought that anything would be done until the firms interested were consulted. His firm had not been consulted at any time re sale of their package cereals.

WHAT SOME RETAILERS THINK OF THE EMBARGO

General Opinion That it Would Increase Rather Than Decrease Costs—Added Work for the Store and Nothing Gained—Would Result in Speculative Handling of Breakfast Foods.

THE general consensus of retail opinion regarding the Order in Council banning package goods, seems to be that the action is a mistake, and will not be likely to attain the objects for which it was introduced, while it will mean considerable hardship to the merchants.

Neil Carmichael, Ponge Street, Toronto, was of the opinion that it would entail a great hardship to the merchant, considering the number of men who had already been withdrawn from the retail grocery business, and the many more who would be withdrawn under the Military Service Act. The merchant, he thought, would be in a very poor position to meet the extra labor that such a move entailed. Then too there was another side to the question. Some container would have to be provided for these goods. Paper bags were about three times their original cost, and unquestionably, with the larger demand that this change would create, they would go still higher.

Then too, package goods being mainly sold at a set price had been a stabilizing influence on the market. Once they were withdrawn, there would be speculative buying and a general uncertainty as to price, that it was doubtful if it would be of service either to the public or to the merchant.

W. J. Parks, Bloor Street, was decidedly in favor of the change. He thought that it would result in a saving to the consumer, and did not think if the merchant properly regulated his day it would result in any hardship.

Mr. Higgins of R. Higgins and Son, believed that the change would work a hardship on the poorer classes who had grown to depend on the packaged food. Then in the case of flour, there would be unquestionably increased cost if the merchant had to do this work, because they were not equipped as were the mills for this business. In some lines he was of the opinion that there might be somewhat of a saving, but on the other hand there were certain goods that could not be sold in this way.

Mr. Higgins conclusion was that in all such legislation someone had to suffer, and that the sufferer never took to the part gracefully. If the order was law, it had to be met in the best spirit possible.

(Continued on page 146.)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Wm. Shaw, baker and grocer, St. John, N.B., has sold grocery business to Steeves Bros.

The Housewives' League of St. John has petitioned the Government in favor of permitting the use of margarine.

Trafalgar Day was observed in St. John by the distribution of food pledges by the women's patriotic organizations of the city.

Joseph Semple, formerly with the Willet Fruit Company, St. John, has been reported as wounded and missing since August 15. He leaves a wife and one child.

The New Brunswick provincial chapter of the I.O.D.E., has gone on record as opposed to the use of ice-cream during the war, in order to conserve milk for other purposes.

The Trades and Labor Council of St. John has memorialized the Dominion Government asking for strict regulations regarding its sale if the use of margarine is permitted.

H. L. Alexander, retail grocer, Waterloo Street, St. John, has assigned for the benefit of his creditors. At a meeting of the creditors on October 19, J. A. Sinclair was confirmed as assignee. Reports showed the assets and liabilities nominally of about the same amount. The stock will be sold by tender or by auction if the tenders prove unsatisfactory.

Officials of the Atlantic Sugar Refinery have issued statements to the effect that there will be sufficient sugar to meet Canadian demands but urging the public to use brown and yellow sugar as much as possible and not to increase the difficulties of the situation by laying in large supplies. The retailers in St. John are well stocked and the present shortage has not been felt at all by local consumers.

Quebec.

F. E. Eager, grocer, Dorval, is selling out.

P. N. Chapman, grocer, Hull, has sold out.

W. Massie, grocer, Montreal, has sold assets.

G. Beauchamp, wholesale fruits, Quebec., Que., is dead.

Henri Cote, grocer, Papineauville, Que., has moved to Montreal, Que.

The Karp Co., pickle manufacturers, Montreal, Que., has registered Mrs. W. N. Karp.

A. E. Cox, Quebec provincial representative for the Cowan Co., Ltd., Toronto, has just returned to Montreal after having carried out most successfully the display and sales promotion work achieved through the firm's splendid exhibit at Quebec Exhibition. The exhibit occupied a prominent position in the Industrial Building, and was attractive not only to grown-ups, but to the youngsters

as well. Crowds of people patronized the booth every day, receiving acceptable samples of cocoa, chocolates, etc., while advertising novelties were distributed to the young people. Mr. Cox was assisted by Mr. Keegan, Montreal representative of the firm.

Ontario

W. J. Hopper, grocer, Toronto, has sold out.

L. Doherty, grocer, Toronto, has sold out.

Imperial Grocery Co., Sarnia, has sold out.

Mrs. A. Campbell, grocer, Toronto, has sold out.

J. Brackley, grocer, Toronto, is discontinuing.

I. B. Miller, grocer, Hamilton, has discontinued.

D. L. McKinnon, wholesale grocer, Sudbury, is dead.

Potato Products Co., Woodstock, has obtained charter.

O. E. Sheets, grocer, Toronto, has sold to H. R. Pollock.

I. Fondeler & Co., grocers, Ottawa, Ont., are selling out.

H. Rodenburg, produce, Bridgeburg, has sold to J. E. Boag.

J. Fritz, grocer, Hamilton, has sold to Hriban & Antosne.

J. A. Villeneuve, grocer, Ottawa, succeeded by M. Lafortune.

J. Waldschmidt, grocer, Kitchener, Ont., is closing business.

J. J. Doherty, 73 Oak street, Toronto, has sold to Mrs. E. Reed.

J. Rahn, general store, Desboro, Ont., sold out to Borth & Wells.

M. P. O'Connor, grocer, Toronto, has moved to 491 Brock avenue.

Mrs. M. Hechter, grocer, Ottawa, has been succeeded by John Evonovh.

G. N. McLaren, general store, Brussels, is advertising stock for sale.

Rosedale Grocery Co., Toronto, suffered recent fire loss, covered by insurance.

P. Cairns & Son, grocers, 318 Bathurst street, Toronto, have sold to G. Meyer.

Wm. H. Moyer, president Moyer Bros., pork packers of St. Catharines, Ont., is dead.

Stewart & Mulligan, grocers, Billings' Bridge, Ont., have dissolved, Stewart continuing alone.

Messrs. Wilson and Allan, operating the Baden factory in Galt, Ont., have secured new property for an up-to-date butter factory and creamery in the city.

Fire caused $2,000 damage to the grocery store of McDonald Bros., 1064 Yonge St., Toronto, recently. The building suffered to the extent of $500, and the balance of the damage was done to the contents.

It is expected that the Dominion Sugar Company's plant at Chatham, Ont., will soon commence operations. Considerable quantities of beets have been delivered to the plant, the capacity of which is 1,500 tons daily.

Canada Scale & Slicer Co. has been incorporated at Toronto with a capital of $150,000 to manufacture weighing machines, scales, slicers, etc. Incorporators are C. E. Strowger, E. P. Park and A. E. Watts of Toronto.

Lieut. A. N. Macpherson, Kincardine, Ont., formerly employed in the grocery business with Mr. Rinker and afterwards in the same line of business with Mr. Moore of Barrie, Ont., has been killed in action. Lt. Macpherson was engaged in farming in Saskatchewan prior to enlisting.

James L. Bathgate, of Scott, Bathgate, Ltd., manufacturers' agents, Winnipeg, is in the East on a business trip. Mr. Bathgate has been in Toronto, Kitchener, Guelph, etc., and will return by way of Chicago. His old home is in Guelph, Ont. While in Toronto, he visited the office of CANADIAN GROCER.

The Lakefield cheese factory at Lakefield, Ont., was totally destroyed by fire recently with a loss of about $5,000.

This loss is a serious matter to the dairy farmers in the district. There were only about fifty cheese in stock at the time of the fire, a large shipment having been made a few days before the fire.

John Medland, president of Medland Bros., wholesale grocers of Toronto, has again taken up his duties as head of the company after an absence of a year, during which time he was recuperating at Battle Creek, Mich. Mr. Medland is now feeling himself again as a result of his rest from business.

An $800,000 beet sugar factory is being talked of in Leamington, Ont. It is requisite on the part of the town to secure contracts from growers who will produce 8,000 acres of sugar beets. The lowest price paid for the growing of sugar beets will be $5.50 per ton and from this to $9 according to the quality, price of sugar, etc.

Michael Howe, one of the oldest general store merchants of Pembroke, Ont., died recently in his 75th year. Fifty-five years ago Mr. Howe came to Canada from Tipperary, Ireland, and entered the employ of the late William and Michael O'Meara in Pembroke. Twenty-four years ago he became partner in the business, and later took it over completely, conducting it with his son, M. J. Howe.

The funeral of John Forrest, formerly miller and grocery merchant, who died at his home in Dixon, Ill., was held recently from the Grand Trunk Station at Woodstock. Mr. Forrest was in his eighty-fifth year. In his business career he owned at different times a mill and grocery store at Embro, Ont. He later moved to Woodstock and went into milling on a large scale. He is said to have built the first mill west of Chicago.

Albert H. Wheler, for many years in business at Uxbridge, Ont., as a miller and grain buyer, and later engaged as western representative of the Western Canada Flour Mills Company, died recently at Brampton, Ont. Mr. Wheler was the eldest son of the late George Wheler for several years member of the House of Commons for North Ontario. He was also engaged in the milling business at Meadowvale, Ont., at one time. He was a very popular business man throughout the province.

Western Provinces

I. O. Gibbons, grocer, Edmonton, Alta., has discontinued.

Gillan & Company, grocers, Winnipeg, Man., have sold out.

Robert Arnold, general store, Dollard, Sask., has discontinued.

A. Blanchard, grocer, Makinak, Man., has moved to St. Amelia.

L. Freefeld, general store, Bruderheim, Alta., has sold out.

W. H. Dun, general store, Sturgeon Creek, Man., has sold out.

Stewart Bros., general store, Ceylon, Sask., has suffered fire loss.

H. Ward, grocer, Regina, Sask., has sold stock to Seller & Sons.

Gamon & Woodword, grocers, High River, Alta., have dissolved.

D. Ferguson, general store, Kaleida, Sask., has sold to A. A. Jopp.

A. Petznuk, general store, Libau, Man., has sold to M. Kuchman.

Novokshonoff Bros., general store, Buchanan, Sask., has discontinued.

A. R. McEachern, general store, Cabri, Sask., has sold to Williams & Foster.

J. Tucker, general store, Punnichy, Sask., has been succeeded by Bokofsky Bros.

J. P. McDougall, grocer, St. Boniface, Man., has transferred assets to J. Vezina.

Gillan & Co., grocers, Winnipeg, Man., have been succeeded by G. & O. Cash store.

J. H. Gillespie (est. of) general store, Abbey, Sask., has sold to G. R. Winterstein.

Richardson & Rudd, general merchants of Tofield, Alta., have dissolved partnership.

Dominion Produce Co., Ltd., of Winnipeg, are erecting a creamery at Dauphin, Man.

Allan MacLean, bookkeeper for the D. H. Bain Co., Regina, has enlisted in the Royal Flying Corps.

P. Burns of Calgary, Alta., known as the Alberta Meat King, has purchased the Russell-Baker abattoir at Prince Albert, Sask., for the headquarters of his meat-packing business in Saskatchewan.

Saskatchewan Co-operative Elevator Company's elevator at Maryfield, Sask., was recently destroyed by fire with a loss of $10,000; some 6,500 bushels of wheat were also burned. Building and grain were covered by insurance.

R. B. Campbell, manager of the Saskatoon branch of the W. L. MacKenzie Co., has enlisted, and his place has been taken by J. E. Kent, who has been doing retail work for this firm for the past two months. Years ago Mr. Kent was a retail grocer in Winnipeg.

The Royal Crown Soaps have appointed a new premium store at 654 Main Street, Winnipeg, where they carry a large stock of premiums. This store has been opened on Main Street where it is central for this firm's customers and friends to call at when visiting Winnipeg.

GENERAL STORE DESTROYED BY FIRE

The general store of S. A. King, Providence Bay, Ont., was completely destroyed by fire a few days ago. A good part of the stock was also a total loss. Mr. King estimates that his loss will reach $12,500, which is mainly covered by insurance. Mr. King does not intend to rebuild until the spring.

BUSINESS MEN WILL PRESENT CASE TO FOOD CONTROLLER

The Retail Merchants' Association, in conjunction with the wholesalers and manufacturers, have arranged a meeting whereat Mr. Hanna has been urged to be present, so that they may present their side of the case to him, and see if the embargo cannot be so modified as to save many of the difficulties that are presented by its present form. The meeting will take place in the Food Controller's office, Toronto, at noon, on Saturday of this week.

NEW WHOLESALE FIRM

W. J. McCart & Co. is the name of a new wholesale fruit, produce and commission firm, with headquarters at 80 Colborne Street, Toronto. Mr. McCart was formerly one of the firm of White & McCart, commission brokers, Toronto. The partnership of White & McCart has been dissolved.

New Goods Department

NEW LINE OF PREPARED FLOUR

Malted buttermilk is the special feature of the composition of "Teco" buckwheat flour, a new package product being offered to the retail trade in Canada. The line is manufactured by the Ekenberg Co., Cortland, N.Y., from buckwheat, wheat, and corn flour, and is put up in 1-lb. packages, with recipe for cooking printed on the package.

AN ELECTRIC WHEAT GRINDER

The Hobart Mfg. Co., manufacturers of electric coffee mills, have just put on the market an electric wheat grinder This grinder can be installed on the counter in the grocery store or added to the Hobart coffee mill now in use by some grocers.

The company's reason for placing this on the market is due to the agitation of the Food Controller for the use of more whole wheat or Graham flour for baking purposes. They point out that the dealer simply buys a bag of wheat in the same way as he would coffee beans and grinds it so that customers may get the fresh whole wheat flour. The wheat grinder is, of course, operated by electric current.

SERVICE DEPARTMENT

Nova Scotia Apple Dealers

Would you kindly provide us with the names of Nova Scotia apple dealers who ship in car lots?

D. S. Lister, Burk's Falls.

Answer.—The following are shippers in car lots:

The United Fruit Co. of Nova Scotia, Berwick, N.S.

The Nova Scotia Shipping Co., Berwick, N.S.

Herbert Oyler, Kemptville, N.S.

H. Bligh & Sons, Halifax, N.S.

W. H. Chase & Son, Wolfville, N.S.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ONE of the most drastic regulations that has yet been issued at the instigation of the Food Controller was put forward during the week when the sale of package cereals by manufacturers and wholesalers was prohibited after December 1, and by retailers after January 1. This will undoubtedly work a serious hardship to large industries that have been specializing along this line and cause a disarrangement of business without effecting much of a saving. In the one instance the manufacturer does the packaging whereas under the new regulation it must be done by the retailer. An item of more than usual interest was the announcement of prices on new-pack corn and tomatoes. These prices are very high and canners state that only 15 per cent. delivery can be made on corn and 20 per cent. on tomatoes. Teas still develop interest in view of the rumor of the lifting of the embargo on shipment into the British market. Considerable buying of tea has resulted from the condition that now exists in anticipation that an active movement of tea may be started.

Eggs were in easier tone during the week as the result of report of heavy production in the United States. Butter is in a waiting condition, due to the intimation that margarine is likely to be allowed into the Canadian market. Lack of ocean space is holding up shipments and is giving cause for weaker feeling. Barrel pork is in good demand and prices were higher in some quarters. Honey is getting scarce and prices are firm. Advances have been recorded in canned pineapple, candles, sealing wax, cream cheese, blended jams, brooms, salt, canned coffee, lampwick.

Sugar is still in active demand with refiners and wholesalers endeavoring to stem the buying movement by letting sugar out carefully. Flour prices have not been fixed but it is anticipated some announcement may be made about November 1. Wholesalers report business from good to brisk.

QUEBEC MARKETS

MONTREAL, Oct. 23.—Advances are still taking place in many lines of foodstuffs. Fish prices have advanced, especially the salted and pickled fish, which are subject to special demand at present. Fruit and vegetables are in firmer market for many lines. Potatoes are promising further advances unless better facilities for marketing the crop can be had before long. Provisions are steadier this week, but butter has had ups and downs of price in the country, and is generally in firm market. Cheese is steady. Eggs are also in steady market, with supplies dwindling slowly. Sugar is very uncertain and excitable, supply being the main source of anxiety, but the probabilities being that enough will be available. Beans are firm; prunes may advance; and the demand for molasses and corn syrups is considerable. The effects of the Food Controller's regulations as to packages has been causing considerable concern in many directions, the cereals and flour, rice, and the corn products being the lines principally affected. Certain miscellaneous lines are advanced this week.

Salt Still Scarce; One Cheese Line Up

Montreal.

VARIOUS LINES.—Good supplies of green cod have been reported by the wholesale grocery trade, No. 1's in barrels selling at 7c a pound, and No. 2's at 6¼c a pound. Cotton rope is again up, and is quoted at 47c to 48c a pound. Salt is still very hard to obtain in sufficient supply, but there is no further change in prices this week. MacLaren's cream cheese has advanced. The individual size is now $1.25 doz., instead of $1.10; the small size, formerly $2.40 doz., is now $2.75; the medium size is $5 a dozen now; the large size, which was formerly quoted at $9 per dozen, is now $11 a dozen.

Sugar Market Was Unduly Excited

Montreal.

SUGAR.—Without any real reason except the apprehensiveness of a number of consumers and, consequently, of retailers anxious to have supplies for them, a phenomenal demand has been experienced for sugar, and wholesalers have restricted supplies to customers by a limit in some cases of five bags per customer. To those inclined to take a calm view of the situation, the outlook is not so desperate. There is a big crop of Cubas in sight for the end of the year. There are Colorado and Michigan and Canadian beet crops in sight for almost immediate use by the refiners. There are embargoes against exportation of sugar, and it has been estimated more than once of late that there always has been enough sugar in the country to go round, provided no one group of the community lays up more than a fair share. Quotations this week are unaltered, but one refinery is not selling sugar in the meantime owing to shortage of raws for the time being.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods In Demand, Though Short

Montreal.

CANNED GOODS.—Only a 15 per cent. delivery on canned corn and a 20 per cent. delivery on canned tomatoes from the Canadian packers means that this season will find many retailers' orders for canned goods partly filled by United States pack. Tomatoes are $2.75 a dozen for 3's and $2.60 for 2½'s. Corn is $2.40 a dozen for 2's; Succotash, $2.40 a dozen. These prices are strictly f.o.b. Montreal. Owing to the high prices for tomatoes, the retail trade is giving attention to Canadian baked beans in cans, which are still available as something in the way of a substitute. American packers report only a 54 per cent. pack of pink salmon, and 30 per cent. of chums. In canned oysters the situation is that

4-oz. cans will cost from 20c to 25c a dozen more than last year's prices, and 10-oz. cans from 30c to 35c a dozen more. There is an active demand for canned goods at present.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 10
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruits Are In Better Demand

Montreal.

DRIED FRUITS.—With apples so scarce and evaporated apples almost unobtainable, there is a developing demand for peaches and pears, and even apricots in the evaporated form. These fruits are the recognized substitutes for dried apples. Prunes are also in good demand, and there is a very strong tone to their market. It is even anticipated that there may be an advance in prune prices before long. There is a shortage of Oregon prunes, and the Californian crop is subject to heavy demand and firmly held. An increasing demand is expected at this season for raisins, currants, and the other dried fruits, and this is fulfilling expectations. Currants will be very high in price again, and such substitutes as are being put forward in the way of small raisins from California will no doubt find their market, but good Greek currants if available will be quickly snapped up.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs	....	0 13
Choice seeded, 16 oz. pkgs	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Package Regulation And Corn Syrups

Montreal.

MOLASSES.—The market for molasses is firmer than ever. Supplies cannot be expected to last out all winter, and, though many retailers warned by the accounts of the situation, given from time to time in CANADIAN GROCER during the Summer, are well protected with good supplies laid in, still the outlook is for more demand than supply and very firm market. Corn syrups are unaltered in quotations, and will be in increasing demand, though with chances of lower quotations if the U. S. bumper crop of corn can come into Canada to any extent. The embargo is at present restricting supply, but enough is getting over to keep mills producing. The Food Controller's package regulation affects corn starches and syrups also, and though a popular corn syrup package is the 20-lb. container, there is no great favor indicated for a 20-lb. starch package. Effect of the regulation is accordingly exercising producers of the lines mentioned and those handling them.

	Prices for Fancy, Island	Choice, of Montreal
Barbadoes Molasses—		
Puncheons	0 83	....
Barrels	0 86	....
Half barrels	0 88	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be cold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	....
Barrels, per 100 lbs.	....
Half barrels, per 100 lbs.	....

Nut Market Is Dull, But Firm

Montreal.

NUTS.—To import French Grenoble walnuts is at present costing the importer 24½c a pound. Marbots would cost 22½c. All imported nuts are in exceedingly firm market, and the prices are very likely to advance from wholesaler to retailer if the present conditions last much longer. Yet at the present time the quotations for various nuts, as given below, are still available, and are in many cases under cost to import. Grenobles still quoted at 20c by wholesalers in Montreal are available, and demand has not been unduly active, though nut importers are not expecting any reductions in price.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 44	0 45
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Bean Market Is Still Irregular

Montreal.

BEANS.—The bean market is not at all settled on any basis of prices for new crop as yet. Plenty of good beans are coming in from the Province of Quebec, though accounts are that some Ontario districts have suffered loss of crop. It is considered by experienced men in the wholesale trade that Quebec Province can be self-supporting as far as beans are concerned; but there are diverse views as to this, and the outlook for imported beans is still firm. Though California beans are available in fair supply so far, they are being held very firmly. The U. S. farmer is not likely to part with his bean crops in a hurry, and even imported Japanese beans are high in price.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Affected By Package Regulation

Montreal.

RICE.—There is no marked change in the quotations for rice this week, but firmness is still evident in the market as a whole. Packling rice has again advanced in the wholesale grocery lists, and is quoted at $7.70 per 100 pounds, or 20c per 100 pounds higher than it was last week. The Food Controller's new regulations as to packages affect rice to some extent in the Province of Quebec, as there is a very good demand amongst the farmers and country consumers generally for rice put in in 12½-lb. packages (original container). There are doubts in the rice milling circles interested as to the application of the new regulation where a demand exists, supported by long habit, for such a package.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	....	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 88
Rangoon CC	....	7 60
Pickling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Tea Market Is Still Very Firm

Montreal.

TEA.—Firmness in tea of all kinds and grades continues. There is shortage of fannings, siftings, and the lower grades of Japans also. Indias and Ceylons are only from time to time available from overseas, and stocks in the country, while still sufficient, are not any too large to ensure maintenance of prices at present levels should the importation of tea be further curtailed by lack of ships. It is expected that there will be tea coming along across the Pacific with sufficient regularity to supply needs of this continent and replace stocks consumed,

but the outlook is not to lower tea prices at present.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Coffee Market Is Holding Steady

Montreal.

COFFEE.—The market for coffee is quite unchanged, as compared with conditions of the past week. If anything, the bulk market is easier, but the tendency does not go far enough to affect the sales of coffee to the retailer in the way of altering quotations. The situation as to sugar is tending to firm the market for sweet cocoa in bulk, the market for this product being otherwise unaltered.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spices Firm And May Be Firmer

Montreal.

SPICES.—The market for spices looks full of firm tendency in many lines. It is probable in authoritative view, as expressed to CANADIAN GROCER this week, that all lines of spices may advance in price before very long, for the primary markets have been so very much firmer than usual for so long, and supplies are harder than ever to secure. In the meantime, however, except for an increasing strength as to cloves, the market is not actually altered as compared with last week's range of quotations. Cloves, as pointed out previously, are away above all former records, and news from their primary market is not encouraging.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Vegetable Advances: Apples Very Short

Montreal.

FRUIT AND VEGETABLES.—Principal alterations in quotations are this week found amongst the vegetables. Potatoes in spite of all ideas of greater production and abundance, are up to $2.45 per bag in some cases. Quebec "Prolifics" have fetched that price this week. Tomatoes are up to $2.50 a box and are not available in much quantity. Wax and green beans are coming from the States now and are at $3.50 a bag. Egg plant is up to $1.50 doz. Marrows are $1.25. Good Leeks are up to $3.00 doz. bunches, but poorer quality can be had cheaper. Mint is at 0.50 cents and will soon be over. United States peppers are $2.25 a hamper, small ones 0.20 to 0.25 per doz. Canadian peaches will soon be off the market. Good ones fetch $1.00 a basket still. Cranberries from Cape Cod are in splendid quality and down a dollar a barrel to $14.00. Variations in range of prices are caused by variation of quality now quite noticeable. In apples the market is exceedingly firm. At St. Hilaire Fameuse No. 1's on the farm have been sold at $7.50 and No. 2's at $6.50 for carload lots. This would mean over $8.00 for No 1's and $7.00 per bbl. for No. 2's at the market in Montreal. McIntosh Reds at Chateauguay Basin have been quoted as high as $10.00 a barrel. Nova Scotia Gravensteins, Wings, and Blenheim Pippins in the smaller barrels usual from that source are being quoted at $5.00 for No. 1's, and as low as $3.50 per bbl. for lowest grades, but these prices may not long hold as there is an undoubted shortage of appeals.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate	....	5 00
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 50
Gravensteins	....	6 50
Cauliflower, per doz. bunches	1 25	2 75
Celery, Canadian, per doz.	0 50	1 00
Celery crates, 7 doz.	....	6 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate	....	5 50
Spanish onions (small crate)	....	2 00
Potatoes, new, bag	2 00	2 45
Potatoes (sweet), per hamper	....	2 00
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tokay grapes, crate	....	2 75
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Tomatoes, box	....	2 50
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	....	3 50
Beans, green, bag, U.S.	....	3 50
Leeks, per doz. bunches	1 00	3 00
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers (Montreal), doz.	....	1 00
Cucumbers (Boston), doz.	....	2 00
Cucumbers, preserving, doz.	0 50	0 60
California plums, box	2 85	3 20
Do., peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Pears, box	....	1 25
Plums	....	1 50
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	11 00

Big Demand For Fish Anticipated

Montreal.

FISH.—The National Fish Day which is fixed for the last Tuesday of October will fall this year on the 30th of the month. Already preparations are in progress and it is expected that all over the country the National Fish Day will be strictly observed. It will supplement the campaign of publicity which is being launched this week to popularize all over this province the use of fish as a food. This is an experiment the success of which will result in wider scope later on. The general trend of the market this week is for higher prices though catch of fish up to now has been above the normal. But demand for export and home market has been such that supplies available and in view are very much reduced. Demand is now particularly for fresh and also for pickled and salt fish as country merchants are making provision against close of navigation.

A large drain on supplies of pickled herrings and salt fish is taking place. Prices as a rule are about 25 per cent. to 40 per cent. higher than they were last year. Halibut and salmon from the Western Coast are scarce and prices keep moving up, still halibut is a shade easier this week than last. Bad weather on the Atlantic has interfered with the production of haddock and cod. However, quantities are still coming in at steady prices. Trade in bulk and shell oysters is very slow. Owing to a strike down at production points few bulk oysters arrived last week. Larger receipts are expected from now on, however. It is evident that the oyster beds in Prince Edward Island have been completely ruined. Most of the shell oysters offered at present are brought from New Brunswick and the Nova Scotia Coasts.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. box.	....	2 00
Smoked eels	....	0 12
Smoked herrings (med.), uer box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40

SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	$11 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 50

FRESH FROZEN SEA FISH.		
Halibut	20	22
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	....	10
Salmon, Western	15	18
Salmon, Gaspe	..	25

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10

Dore	0 14	0 15
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 15	0 17
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

ONTARIO MARKETS

TORONTO, Oct. 24.—Perhaps the interesting development is the grocery market during the week has been the announcement of prices for new-pack corn and tomatoes. Prices, as intimated in these columns heretofore, are high and packers state they can make only 15 per cent. delivery on corn and 20 per cent. delivery on tomatoes. Sugar has also been a commodity of real live interest during the week as refiners are doing their best to spread stocks over the period when supplies are light. They are letting the wholesalers have stocks only sparingly and will not permit of speculation in sugar at this time of need. Wholesalers on the other hand in many instances are passing the same method of doing business along to the retailer and are not allowing him to have stocks larger than his usual orders. The retailer in turn should see to it that he is not drained of his stocks of sugar by a few who may be able to buy large quantities. This is a time to conserve stocks of sugar in order that they may be made to go around. Business in grocery lines is reported from good to brisk.

Available Stocks Of Raw Sugar Still Light

Toronto.

SUGAR.—There have been purchases of Cuban raw sugars on the New York market during the week both by Canadian and American refiners. These purchases are light as there is not much being offered by the holders. The sales were reported to be made on the basis of 5⅞c cost and freight, which is the figure established by the American Refiners' Committee. Some Peruvian raw sugars reached the New York market during the week but the extent of these arrivals is not apparent. In the United States it is generally anticipated there will be very light supplies of sugar available within the next two weeks. Some measure of relief will be afforded when the American beet sugar begins to come on the market in about another week's time. Canadian beet sugar is expected to reach the Canadian consumer about November 1. It is estimated the Canadian beet crop will amount to approximately 2,000,000 pounds. This should afford a measure of relief and tide over to a certain extent until the new Cuban crop begins to come on the market late in December. Representatives of Canadian refiners continue to reiterate that there should be no actual dearth of sugar in the Canadian market. Sugar stocks may be scarce but there is still some available from refiners and wholesalers and this is thought to be sufficient to see the Canadian trade through until the new Cuban crop comes in. It is estimated there are still 25,000 tons of unsold raw sugars in Cuba which are being held for higher prices. There is a possibility that holders may cave in when they become convinced that refiners will not pay beyond the 5⅞c basis. Retailers would be doing a service to their customers to allay their fears with respect to a shortage and let their sugar out sparingly in order that it may go around to their customers. This is the practice being followed by refiners with wholesalers where sugar is still to be had, and wholesalers in turn are following the same method with their sales. Acadia and Atlantic refineries are out of the market temporarily. St. Lawrence is still making small but regular deliveries, while Canada Sugar is shipping cars carefully. Dominion is still quoting and expect to have new crop beet for sale about November.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Candles, Sealing Wax And Brooms Higher

Toronto

CANDLES, SEALING WAX, BROOMS, SALT.—An advance of 2c per pound has been recorded on the various lines of candles. Parowax for sealing has been advanced 4½c per pound, making the quotations now from 15c to 16c per pound. Domestic Shortening has been increased in price and in 60-lb. cases 3's is now quoted at $14.40 and 1-lb. prints at $14.70 per case. Small size of Reindeer coffee and cocoa has been withdrawn from the market due to the scarcity of tins. It is expected this product will be back on the market again early in December. Canadian herrings have been advanced 50c per case and are now being quoted from $1.95 to $2.10 per dozen for ½'s and $2.90 for 1's. Shaker salt has been advanced 10c per box and is now quoted at $1.80. Seal Brand coffee has been advanced 1c on half-pound tins and is now quoted at 37c per pound, while 1's are up ½c and are quoted at 36c per pound. On 2's there has been no change, remaining as heretofore at 35c per pound. Brooms have been advanced 50c per dozen, making the range now from $6.50 to $9.50 per dozen. New size cans of Crisco are now being sold, 1½'s of 24 to case have been withdrawn and are replaced by 1's with 36 to case. Lampwick has advanced approximately 10 per cent., now being quoted at 75c per roll for A B at $1 and C at $1.60 per roll.

West India Tin Molasses Higher

Toronto.

MOLASSES, SYRUPS.—Higher prices have been made effective on fancy Barbadoes to the extent of 2c per gallon, making the selling price 86c per gallon. Sales were made as high as 95c per gallon during the week. Stocks are pretty well cleaned up on spot but arrivals are expected within a week as shipments are now on the rails. West India tin molasses 1½'s have been advanced to $5 for 48's. Demand for molasses is improving but getting of supplies from the primary producing points is a serious problem as there is only one boat a month now to the Barbadoes.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	....	0 86
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	....	4 25

Dried Fruit Shipments May Be Later Than Usual

Toronto.

DRIED FRUIT.—While light arrivals of dried fruit have come into this market during the week there is very strong probability that deliveries in the future will not be good. There is a great shortage of cars in the United States due to the necessity of moving perishable foodstuffs. Engines are furthermore scarce owing to the necessity for moving the United States army at the present time. Stocks of dried fruit in the local market are light, not being sufficient to make any difference with res-

pect to market conditions. There is a desire quite generally to clean out any remaining old stocks and prices remain steady in consequence. Another advance of 25c per case was recorded in Dromedary and Excelsior dates during the week at primary points. There was a general movement toward higher levels in these goods locally during the week, the range on Excelsior having been advanced to $4.25 to $4.75 per case. Dromedary dates are now quoted from $5.50 to $5.60 per case. Australian currants advanved 1c from the low quotations, making the range 24c to 25c per pound.

Apples, evaporated, per lb	....	....
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28½	0 29
Citron	0 30	0 36
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 24	0 25
Dates—		
Excelsior, pkgs., 3 doz. in case	4 25	4 60
Dromedary dates, 3 doz. in case	4 50	5 60
Figs—		
Taps, lb.	0 05½	0 07
Malagas, lb.	0 08½	0 09
Prunes—		
30-40s, per lb., 25's, faced	0 16	0 17
40-50s, per lb., 25's, faced	0 15½	0 16½
50-60s, per lb., 25's, faced	....	....
70-80s, per lb., 25's, faced	0 12½	0 13½
80-90s, per lb., 25's, unfaced	....	0 11½
90-100s, per lb., 25's, faced	....	0 10½
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11½	0 12½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

New Pack Corn And Tomato Prices Out

Toronto.

CANNED GOODS.—Much interest was centred around the announcement of the prices on new-pack corn and tomatoes during the week. Corn 2's will go to the trade around $2.35 per dozen and gallon, corn on cob at $8.55 per dozen. Succotash 2's will be quoted at $2.35 per dozen. Tomatoes 2's will be quoted at $2.15, while 2½'s will go to the trade at $2.50 per dozen where orders have been placed, while additional business has been advanced to $2.75 per dozen. For 3's tomatoes the price will be $2.65 dozen. Above prices apply to Group A, while Group B will be 2½c per dozen less. Announcement is made by the canners that only 15 per cent. delivery on corn and 20 per cent. delivery on tomatoes can be made. There is a very firm situation in canned pineapple, prices having been advanced to $2.90 and $3.25 for 2's. Blended jams have been advanced and 2's are now quoted at $3.75, 4's at 59c per pail, 5's at 74c per pail, 7's at $1.03 per pail and 30's at 13½c per pound. Salmon is in strong market.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	....	1 35
Cohoes, ½-lb. tins	1 75	1 80
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 82½	1 85
Peas, early June	1 90	1 92½
Beans, golden wax, doz.	1 45	1 75
Asparagus tips, doz.	....	3 25
Corn, 2's, doz.	....	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	....	1 75
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.	....	2 35
Do., 12 oz.	....	2 25
Plum, 16 oz.	....	2 35
Do., 12 oz.	....	2 20
Raspberry, 4-lb. tin	0 76	0 78
Black currant, 4-lb. tin	0 73	0 76
Strawberry, 4-lb. tins	0 79	0 80
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Tea Market Holds Unforeseen Possibilities

Toronto.

TEA.—There is more than passing interest in the tea situation at the present time due to eventualities that may come about. In Great Britain there is a very great shortage owing to the operation of the embargo which has prohibited the importation of certain classes of teas for several months past. Advices state that steps are being taken to relieve the situation by the end of the year. In the local market intimations have been made that there is a possibility of the embargo being raised in which event some local tea men anticipate there would be a considerable movement of tea to Great Britain from available stocks here as this market would be the nearest source of supply. Other tea men assert their belief that tea is hardly likely to be given space in view of the fact that wheat and bacon are needed more. At any rate it is an interesting situation to watch within the next few weeks.

Ceylon and Indias—		
Pekoe Souchongs	0 40	0 42
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Market Shows Easier Tone

Toronto.

COFFEE.—There is a continued easier tone to the primary coffee market during the week although prices remained unchanged in the local market. Reports from Brazil stated that receipts of Santos coffee continued to mount up, now having reached 3,004,000 bags as compared with 2,595,000 bags at the same time last year. Hopes are sagging that peace can be expected in the near future and this together with the accumulation of stocks has injected a measure of weakness into the market. Demand locally is reported fair to good, consumption being stimulated by favorable weather conditions.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Go To Still Higher Levels

Toronto.

SPICES.—There is additional firmness in the market for white and black pepper due to activity in this commodity, considerable sales having taken place in the primary market within recent days at higher prices. Cloves are very firm with an advance of 5c from the low quotations recorded. Supplies of cloves are light. Supplies of ginger at primary points are reported to be limited which is giving a measure of firmness to the local market.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 50	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 60	0 65
American high test	0 65	0 67

Movement Of Rice Is Still Limited

Toronto.

RICE, TAPIOCA.—There is still a very limited movement of new-crop rice, as yet none having arrived in this market. In the New York market there were light arrivals from the South during the week but advances were recorded on the Japan type rices which makes the basis in that market beyond the parity of prices on old stock Japans. Millers in the south report there is a strong demand for fancy heads for immediate or early delivery, but with backwardness in harvesting the crop arrivals are likely to be late. Tapioca continues in firm position at price quotations of last week.

Texas, fancy, per 100 lbs	9 50	11 00
Blue Rose Texas	10 00	10 50

Honduras, fancy, per 100 lbs....	....	0 12½
Siam, fancy, per 100 lbs.....	8 00	8 50
Siam, second, per 100 lbs.....	7 75	8 25
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	8 00	8 50
Chinese XX, per 100 lbs.....	8 00	8 50
Tapioca, per lb.	0 14	0 15

Hallowe'en Demand For Nuts Reported Good

Toronto.

NUTS.—A better demand for nuts resulted during the past week as a result of the anticipated Hallowe'en demand. Walnuts are again higher in the primary market by 1c per pound which gives some indication of the trend of feeling in the local market. Shelled almonds showed firmness in the local market in that some dealers advanced their lower quotations. The primary markets remained steady without change during the week.

In the Shell—		
Almonds, Tarragonas, lb.	0 18½	0 20
Walnuts, Bordeaux	0 18½	0 20
Walnuts, Grenobles, lb.....	0 18½	0 20
Filberts, lb.	0 18½	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 19
Brazil nuts, lb.	0 15	0 17
Shelled—		
Almonds, lb.	0 40	0 48
Filberts, lb.	0 38	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.....	....	0 17
Do., Chinese, Japanese, lb.....	0 15	0 16

Japanese Beans Now Being Quoted

Toronto.

BEANS.—Quotations were made on Japanese beans during the week at 11c per pound or $6.60 per bushel. The market has been practically bare of this class of bean for some time past. There was a firmer tendency in Indian beans during the week and prices were quoted up from 10c to 35c per bushel, prices ranging from $6.50 to $7 per bushel. Lima beans are a scarce commodity, the majority of wholesalers quoting on basis to arrive. Spot stocks on the local market sold from 17c to 17½c per pound. Ontario beans are not yet being shown.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush...	....	8 00
Indians, per bush.	6 50	7 00
Yellow eyes, per bushel.....	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Cereal Sale To Be Stopped

Toronto.

PACKAGE GOODS.—An order of the Food Controller was put through during the week prohibiting the sale of all package cereals and flour in packages of less than 20 pounds. The original order stated that wholesalers and manufacturers had until November 1 to dispose of their stocks while retailers were given until December 1. Later advice from Ottawa stated that wholesalers and manufacturers would be given until December 1 and retailers until January 1 to dispose of their stocks.

There has been a good demand for package oats: The representative of one large manufacturer states they are unable to keep abreast with the demand. In making orders they have been in the habit of doubling up but when the goods arrived they found they were still short in the amount required. There has been a good demand for starch due to the rumors that an embargo has been effective on corn coming into Canada from the United States. While there is greater difficulty in getting corn products, representatives of manufacturers state that it is not absolute, as corn can be brought in under license. Some little delay is at times occasioned through the operation. of the licensing system. Prices held unchanged during the week.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s.....	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons.....	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Smoked And Dried Fish Now Going Well

Toronto.

FISH, OYSTERS.—With the coming of cooler weather there has been a greater inclination to eat smoked and dried fish and dealers in consequence report a good movement of this class of fish. Haddie fillets were quoted 1c higher at 15c, with some finer quality at 18c per pound. Equinoctial gales on the upper lakes are still a retarding factor in the supply of fish, whitefish being slow in arriving while trout is only arriving in fair amount. Owing to the scarcity of fish all available stocks are readily taken up. A car of halibut came into the local market during the week and sold at 23c per pound. Oysters are beginning to move fairly free for this time of year. Dealers assert that a cold snap is needed to start a brisker consumption of oysters.

SMOKED FISH.		
Haddies, per lb., new cured.....	0 11	0 13
Haddies, fillets, per lb.....	0 14	0 15
Kippered herring, per box.....	1 50	1 75
Digby herring, skinless, 10-lb....	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.....	....	3 00
Salt mackerel, kits 15 lbs.....	....	2 25
Labrador salt herring, barrels...	....	9 75
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.....	....	0 23
Halibut, frozen	0 19	0 20
Salmon, B.C.	....	0 22
Do., Restigouche, lb.	....	0 22
Haddock, fancy, lb.	....	0 10
Herrings, frozen	0 04	0 06
Steak cod, fancy, lb.....	....	0 10
Cod, market, heads on, lb.....	0 08½	0 09
Mackerel, lb.	....	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring per lb.	....	0 10
Pike, lb.	....	0 12
Whitefish, lb., fresh	....	0 15
Trout, lb., fresh	0 13½	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 50
Blue points, bbl.	....	9 00
Malpeque, bbl.	14 00	15 00

Lemons Higher; Malaga Grapes In

Toronto.

FRUIT.—Interest is gradually turning to imported fruit now that the season for domestic fruit is about over. Some peaches continued to reach the market but they were smaller in size than usual. Wholesalers will probably move to their winter quarters along Church and Front Streets during the coming week. Lemons were higher in price, being quoted up $6 to $6.50 per case. California Tokay grapes were off the market and California Malagas are now taking their place, being quoted at $2.25 per 20-lb. box. California plums are about off the market. Some fine Duchess pears were shown and were quoted at $1.25 per basket. The bulk of the apples in the market during the week were from Nova Scotia, Ribstone Pippin No. 1 selling at $5 and No. 2 at $4.50 per barrel. Nova Scotia Gravensteins No. 1 were quoted at $5.50, No. 2 at $4.50 and No. 3 at $4 per barrel. Box apples from the Yakima Valley in Washington State, Jonathan variety, were quoted at $2.50 per box, while British Columbia Macintosh Reds were quoted at $2.25 per box. Oranges were in firmer market, an advance of 50c to 75c per box having been recorded, making quotations range from $4.25 to $4.75.

Apples—		
California, boxes	2 15	2 75
B.C., boxes	2 25	2 50
Ontario, Colverts, No. 1.....	....	5 50
Do., Colverts, No. 2.....	....	5 00
Do., Maiden Blush, No. 1....	....	5 50
Do., Holland Pippin, No. 2..	....	5 00
Do., Wealthys, No. 1.....	....	6 00
Do., Wealthys, No. 2.....	....	5 50
Tree run	....	4 50
N.S., Gravenstein, No. 1	....	5 50
Do., Gravenstein, No. 2.....	....	4 50
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.....	....	14 00
Do., 50-lb. box	7 00	7 50
Grapes, Ont., 6 qt.....	0 22½	0 35
Grapes, leno, 6 qt.	0 30	0 40
Grapefruit, Jamaica, case	5 00	5 50
Do., Florida, case	....	6 00
Oranges—		
Cal. late Valencias	4 25	4 75
Lemons, Verdillis, case	6 00	6 50
Vegetable marrow	0 25	0 40
Muskmelons, 11 qt.	0 30	0 40
Do., 16 qt.	....	0 50
Peaches—		
Ontario, 6-qt.	0 40	0 60
Do., 11-qt.	0 50	1 25
Pears, Cal., box	3 75	4 00
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Cuban, case 30-36s...	4 00	4 50
Plums, Ont., 11-qt. box	0 75	1 00
Prunes, 11 qt.	1 00	1 25
Damsons, 11 qt.	1 00	1 25
California grapes, Malagas	2 25	2 40
Emperor grapes, keg	....	5 00

Potatoes Show Slightly Higher Prices

Toronto.

VEGETABLES.— There was continued firmness in the potato market during the week and quotations were made from $1.60 to $1.70 per bag. Wholesalers show a disposition to keep out of the market except for immediate requirements, as the opinion is expressed by some that prices stand a very good chance of being lower, once heavy arrivals of potatoes start to come in. It is pointed out that the farmer has been

busy with fall ploughing and other activities which have engaged his attention to the exclusion of his marketing activities. Beets in the bag were lower at 75c. Spanish onions in crates were scarce and prices were quoted up 25c to 50c at $5.75 to $6 per case. Ontario onions are not arriving in the market very plentifully as yet. Some fine samples of Thedford celery reached the local market and were quoted at $4.50 per case of 8 to 9 dozen bunches. Spinach in boxes was quoted at 75c to $1, showing an easier tendency. Trade in vegetables is only fair.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 75	0 85
Cabbage, Canadian, doz.	....	0 40
Carrots, new, basket	....	0 25
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, case	....	4 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	....	1 25
Mushrooms, lb.	....	1 12½
Onions—		
Spanish, crates	5 75	6 00
Do., Canadian, 75-lb.	....	2 75
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	1 60	1 70
Sweet, hamper	2 00	2 25
Spinach, box	0 75	1 00
Green peppers, basket	0 40	0 60
Red peppers, 11-qt.	0 50	1 00
Tomatoes—		
11-qt., No. 1	0 50	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Oct. 24.—Probably the most important news this week is the announcement of opening prices on new pack tomatoes and corn. As has been predicted right along, the opening prices are very high, and the deliveries are very small. The high price of canned goods has removed them from the staple class almost into the luxury class. Tomatoes will retail now at 25c in Winnipeg and 30c at country points. The trade seems to be of the opinion that the food value is not in them, and there is bound to be a very heavy falling off in consumption. One jobber expressed the opinion that it was a good thing that deliveries were low, as they could not have sold canned goods at the high prices had there been much larger deliveries.

Cornmeal has dropped 25c per bag in the United States, and the trade is anticipating a further decline on account of the big corn crop in the United States. A decline is expected any day in Winnipeg to $5.90 for 98's. This has not yet had any effect on corn syrup. Despatches from Eastern Canada indicate that manufacturers of corn syrup are hard up for the raw material. There should be a decline in corn syrup as soon as the new corn is ready for use.

Why There Is Talk Of Sugar Shortage

Winnipeg.

SUGAR.—The newspapers have been publishing reports lately regarding the shortage of sugar in the United States. As these have probably been read by the dealer, a local jobber has advanced the following explanation: "There is a move on foot—an international affair entered into by the U. S. refiners, Canadian refiners, and the British Government—to restrict the consumption of sugar with the idea of supplying more to the Allies. They also expect the ultimate result will be to lower the price of sugar, but there is no prospect of this for a while, perhaps not until the close of the present year. After the new Cuban crop arrives, there may be a decline.

"There is enough sugar in the hands of refiners to last out if the supply is conserved. The difficulty is that the housewife when she reads these reports is inclined to buy heavily, resulting in a shortage. We ourselves are not out of sugar, but we are limiting our sales to the dealer. We have inquiries for hundred-sack lots, but we are compelled to supply only sufficient for immediate needs, and we do not anticipate any shortage if everybody enters into the spirit of the thing.

"The U. S. Food Controller says there is too much sugar being consumed. In the United States it is 85 lbs. per head per year, which is high compared with Italy's 10 lbs. and France's 39 lbs. Mr. Hoover wants less sugar used on this side, so that there will be more for export."

Market Firming Up On California Figs

Winnipeg.

DRIED FRUITS.—The brokers here have received no further word regarding Portuguese figs coming in, and, therefore, the latest news is that the embargo is still on, and is likely to remain. As regards California figs, there will be a pro rata delivery. A California packer, writing to his local agent, says: "Deliveries by growers and the shortage of shooks and labor have all conspired to hold back our fig shipments this season. While the crop is undoubtedly very short, we had right along expected to be able to ship in full on our crop 1917 sales. However, the situation has become so acute that we deem it wise to make pro rata shipments of such percentages as conditions will permit us to forward." The trade is looking for a slightly lower price when new prunes come in, but there is no weakness. There do not appear to be any stocks of Ontario evaporated apples offered on this market; California apples are being offered on a basis of 23c for fancy-faced evaporated in 50-lb. boxes. All figs seem to be off the market locally, but new California stock is expected. Peels are very firm and quotations will probably be found to be higher this week. One house is quoting lemon peel at 22½c; orange, 26½c; citron, 31¼c.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 11½
80-90s, 25-lb. boxes, per lb.		0 12
50-60s, 25-lb. boxes, per lb.		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.		0 08½
90-100s, 25-lb. boxes, per lb.		0 10¼
80-90s, 25-lb. boxes, per lb.		0 10½
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 12⅜
16 oz. choice, seeded	....	0 11⅞
12 oz. fancy, seeded	....	0 10
12 oz. choice, seeded	....	0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 28½

Falling Off In Tapioca Quotations

Winnipeg.

RICE AND TAPIOCA.—There is every indication that the market on tapioca and sago has begun to ease off. A broker has been offering tapioca this week at a decline of a cent, stating that this is a special owing to concession in freights. Sago is also offered at a decline, the reason being the same. A local jobber admitted they were being offered tapioca and sago at a much lower figure, but added that this tapioca would not arrive until January, and that the price then would be no lower to the retailer than it is to-day, as even at the lower price it would cost the jobber more than tapioca being offered to the retailer now.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08¾
Choice Japan, 100-lb. bags	0 07¼
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07⅛
Tapioca, lb. 0 13½	0 14
Sago, lb. 0 12½	0 13

Lima Beans Arrive Three Cents Cheaper

Winnipeg.

DRIED VEGETABLES.—There is no doubt that there is an easier market on white beans. A Winnipeg jobber is quoting $6.35 per bushel on fancy white, which have been selling at $7 and $7.50. He expressed the opinion that the price would be down to $6 before very long. Reports indicate that the crop in Ontario is late, and is damaged. However, everything depends on what happens in the next three weeks. Lima beans are considerably stiffer in the primary market, but new crop will come on this market next week at 3c below what they are selling at to-day. The split pea market in the East is firm. Barley is unchanged and remains very high.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80

(Continued on page 146.)

FLOUR AND CEREALS

Flour Is Steady; Gov't. Steps Interest

Montreal.

FLOUR AND FEEDS.—Until the fixed price for flour becomes a fact quotations will probably remain unaltered. By November 1 it is expected that the Government will have set a price, and the price is expected to be a little lower than the present quotations. The market is active as far as demand goes, but not as active as it is expected to be. Although millers report that they have as much to do to fill present orders as they can possibly manage, they believe that when price fixing is finally a fact, there will be double the present demand. There is concern over the Food Controller's pronouncement as to bulk sales. and this affects flour in the 6, 7, 8, and 14-lb. packages. The seven pound package is quite important, some grocers it is said considering that 75 per cent. of their flour business is done in 7 lb. packages. But millers are preparing to get rid of all their flour packed in containers holding less than 20 lbs. in accordance with the regulations. Winter wheat flour demand is unaltered as compared with conditions of last week, and quotations remain the same. Feeds are exceedingly firm, and in vigorous demand as ever. There is every prospect of continued firmness in feeds, and active call for all grades from now on .

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 00	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Package Regulation Affects Cereals

Montreal.

CEREALS.—While market conditions as to the various bulk cereals remain as last week, and without any outstanding alteration to expect, the event of the cereal business has been the announcement by the Food Controller as to package cereals and breakfast foods. The general opinion expressed is that the time allowed for disposal of the goods in stock now in smaller than 20-lb. containers is a great deal too short for manufacturer, wholesaler and retailer alike. Rolled oat concerns are especially interested as so many lines of oats are sold in small packages, and the opinion has been expressed that the latitude suggested in the terms of the order as to certain foodstuffs may be applied to rolled oats and to the breakfast foods which are apt to deteriorate when attempt is made to store them and handle them in bulk.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 00	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Prices Are Not Yet Fixed

Toronto.

FLOUR.—There have been some new developments in the fixing of flour prices during the week in that there has been more or less parleying over the margin to be allowed for export business. Millers state that the price on the domestic flour cannot be fixed until it is known what margin is to be allowed for the export trade. If the margin is to be cut down on the export trade it must of necessity be made up through home business. The Department of Food Control has under consideration at the present time the determination of costs and margins. Until these have been settled upon there can be nothing definite in the way of prices. In the meantime, prices have held steady, with demand keeping up well. There was little of interest in the wheat market during the week, as the fixed price was maintained. In one instance Ontario flour showed a slightly firmer tendency, the range of prices being narrowed to $10.30 and $10.35 per barrel in carload lot basis.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	- 10.15	- 10.35

Greater Demand Thrown On Bulk Cereals

Toronto.

CEREALS.—With the promulgation of the Order-in-Council prohibiting the sale of all cereals in original packages of less than 20 pounds in weight, millers of the bulk goods are expecting that a heavier demand will be thrown on their product. Yellow cornmeal was in easier condition during the week in certain quarters, being quoted down as low as $5.90 per bag. Hominy grits and pearl hominy were also slightly easier, quotations being made on the basis of $6.10 per bag of 98 pounds. The embargo on corn has not operated to keep the cereal out of the Canadian market entirely, as it is permitted to come forward on license. Shipments have been delayed, however, but it is expected this will work out to greater facility as time progresses.

	Less than car lots	
Barley, pearl, 98 lbs.	6 60	6 75
Barley, pot, 98 lbs.	....	5 00
Cornmeal, yellow, 98 lbs.	5 90	7 00
Corn flour, 98 lbs.	6 00	6 25
Farina, 98 lbs.	6 00	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy grits, 98 lbs.	6 10	6 20
Hominy, pearl, 98 lbs.	6 10	6 20
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 00	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Are Well Sold Ahead

Toronto.

MILL FEEDS.—Millers report the demand for mill feeds has taken care of the output well ahead, and that it is out of all proportion with the amount of flour that is being milled. With an abundance of hogs in the country there has been a heavy demand for feeding purposes. There are only small quantities available for spot delivery in mixed cars. Prices held unchanged during the week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	....	3.05-3.30

Fixed Price Of Wheat Affects Sale Of Flour

Winnipeg.

FLOUR AND CEREALS.—Since the price of 1917 wheat was guaranteed by the Government, there has been a tendency on the part of the merchant to place business for his flour requirements. This assurance has caused considerable relief to both millers and grain dealers; but in view of the fixed price of wheat, merchants are not finding such a keen demand for flour as in the past three or four years. The farmer prefers to buy his requirements as needed. However, flour sales are exceedingly good, and millers are working to capacity, all of them having orders sufficient to keep

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You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.

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THE SET IS FOUR TIMES THE SIZE OF CUT AND WEIGHS 3 LBS.
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ADJUSTABLE
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WILL

Sell more goods than one extra clerk—every day.
Save Clerks' Time.
Make No Mistakes.
Enable Extra Help to Wait on Customers.
Invite Purchases.
Inspire Confidence.
Tone Up Your Store.
And Pay for Itself in a Few Days.

The Shuman Pricing Outfit consists of Adjustable Metal Clamps which spring onto shelf, box, crate or basket and gummed stickers printed in a deep art blue ink—Price $4.75.

Order direct or through your wholesaler.

STORE-HELPS MFG. COMPANY

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CUT THE COUPON HERE—ORDER TO-DAY.

STORE-HELPS MFG. CO.,
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Yours truly,

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them going for the next eight weeks. Winnipeg millers found difficulty in delivering orders to Western points quick enough, but this is a condition, of course which they experience every year. Rolled oats are in good demand, and the market is firm, 80's being quoted at $3.75, and packages $4.75. Cornmeal is down in the primary market, but as the mills have paid very high prices on their raw material, it is impossible for them to come down on their quotations at once. They are quoting $6.15 for 98's, but the price should be lower than this by 25c a bag within the next few days. Bran and shorts are still in good demand, prices being the same, i.e., $34 and $38 respectively.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX.	8 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	5 90 6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	34 00
Shorts, per ton	38 00

WHAT SOME RETAILERS THINK OF THE EMBARGO

(Continued from page 134.)

D. W. Clark, Avenue Road, Toronto, considered the move a great mistake. It will mean that the customers will cut into some other sort of food and may thereby bring about more serious complications. It was certain too that certain kinds of cereals could not be sold in bulk with satisfaction to the customer. Then there was the matter of the extra work entailed. It would be necessary to increase the staff of the store to handle this business or to have them work at night. In either case it would result in an extra cost that would ultimately have to be borne by the goods.

C. E. Stone of Michie and Co., Toronto, believed that the new Order-in-Council would throw an extra burden on the store. In many instances it would necessitate an increased staff. That there were times in the work of the store when things were dull that could be used for packaging goods, he characterized as a "specious argument." There are no such times in their store, and in the majority of stores he believed, that there was always plenty of work in looking after the goods properly to account for any spare moments, while in the case of the small man who did all the work himself, he needed these few minutes for rest.

It was a difficult thing to estimate the saving that such a move would represent. It was a more complicated matter than figuring the difference between the cost of the carton and the cost of the bag. The expense of the operation had to be considered, and there was no question that the cost of the operation would be much less in the mill, with adequate machinery for a great output, and moderate priced labor than it would be in the store.

Unquestionably, he thought, the store can handle the packaged goods more economically than the bulk line.

Then some goods were not suitable for such methods of handling. Some breakfast foods, and pancake flours that were a blend of flours that the retailer could not produce. It was a question Mr. Stone believed that was fraught with many difficulties. It might however, he thought, on the face of things at least, result in a slight saving to the consumer, but this saving would be at the expense of the merchant.

These new moves all produce a situation that is very hard to fathom. That the change will mean some difficulties for the merchant, is unquestioned. If they entail serious changes, it will be the work of the CANADIAN GROCER to find some solution to these vexed questions and to render such assistance to the merchant as will make these changes as little burdensome as is possible.

MARGARINE WILL PROBABLY BE ADMITTED

An unofficial report from Ottawa to the CANADIAN GROCER is to the effect that the ban against the importation manufacture and sale of margarine will be lifted on Thursday the 25th Inst. This matter will probably be settled definitely by the time that the CANADIAN GROCER appears. There seems no reason to believe that the restrictions on this important product will not be withdrawn.

WEEKLY MARKET REPORTS

(Continued from page 143.)

Pot, 24-lb. bags, per bag	1 45
Beans—	
Lima, large, about 80-lb. bags, per lb.	0 17½
Lima, small, 100-lb. bags, per lb.	0 14
Fancy white, bushel	6 35
Bayo, California, 100-lb. sacks, per sk.	5 75
Peas—	
Split, 98-lb. bags, per bag	11 25
Whole, yellow, soup, 2 bu. bags, per bu.	5 00

Tomatoes And Corn To Retail At 25c

Winnipeg.

CANNED GOODS.—New prices are being named on canned tomatoes and canned corn. Prices are considerably higher than last year. While quotations from various jobbers will probably differ, they will probably be in the neighborhood of $4.65 for corn and $5.10 for tomatoes. The deliveries promised by canners are very small, being only 15 per cent. on corn and 20 per cent. on tomatoes. The canners packed corn in 2's, there being no pack of other sizes. The tomatoes were packed in 2½'s.

The representative of one of the largest canners told CANADIAN GROCER that jobbers' quotations would probably vary according to stocks carried. He believed that many of the jobbers would limit their orders. He had noticed this lately on old pack stuff; in one case a jobber limiting orders to one case each. He thought the high prices were warranted, and there was no doubt that they would have to import large quantities of corn and tomatoes from the United States. The high prices quoted on these new goods meant that 15-cent corn and tomatoes were a thing of the past, and that dealers must now charge 25 cents.

A prominent wholesaler, who was asked for his opinion regarding new prices on canned goods, stated that he was quoting $4.70 on corn, 2 doz. 2's, and $5.10 on tomatoes 2½'s. He had also advanced his price on American tomatoes 2's to $3.90. He believed these high prices would be sure to affect the sale adversely. However, this was a season when people bought very little canned goods, the big demand not coming until spring. He was not worrying, he said, about the low deliveries; in fact, he would not have liked it had the delivery been higher. Incidentally he remarked that new prices had not yet been announced on pumpkins, but he thought they would be reasonable, enabling them to sell approximately at $3.90 for 2½'s. They expected supplies of pumpkins in a few days from across the line.

Indications Are For Higher Priced Salmon

Winnipeg.

CANNED SALMON.—A wire arriving in Winnipeg early this week reported the situation very critical, and there is no question that higher prices will rule later on; it will be a question of getting goods more than the price. Reports coming in from Vancouver indicate that very high prices are being paid to fishermen, and, apart from other factors, this is having the effect of keeping all canned salmon very high. A report appearing in a Vancouver newspaper last week stated: "Buyers of fall salmon are paying what are believed record prices on the Fraser River, and the prices are for the "round" fish—that is, before it is cleaned and headed. On top of the prices paid the fishermen must be added the cost of operating the collecting vessels, cleaning the fish, packing and delivering. This is the reason consumers find fish prices high." The run on the Fraser River early in October was not too bad, but owing to such high prices being paid the fishermen, canners find difficulty operating unless extremely high prices can be commanded for the finished product.

Coffee Market In Brazil Still Weak

Winnipeg.

COFFEE. — The market continues weaker, particularly on Rios, the reasons given for the weakness being the same as previously—that is, that the Brazilians have only one market to sell to practically. The Brazilian Government continues to buy 20,000 bags per day in an effort to strengthen the market. Few sales are being made locally.

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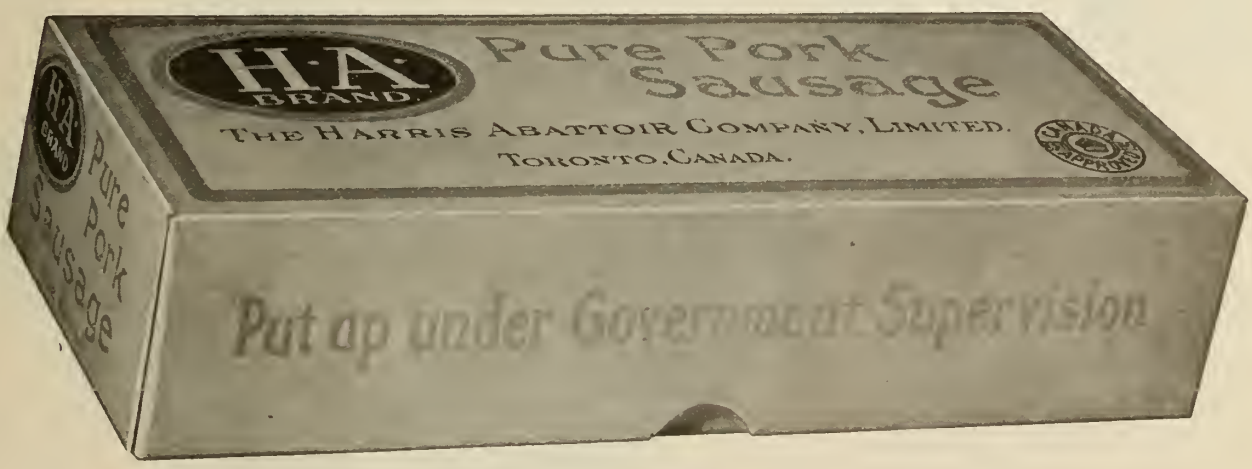
Householders and hotels by using sausage on Tuesdays and Fridays will help conserve supplies of beef and bacon.



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WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 23.—Wholesale trade so far for October has, on the whole, been light. The flour situation continues unsteady and is now $11.30 per barrel. Nothing has been done here with regard to fixing the price of potatoes. Wholesalers lately have been stocking heavily, price $30 to $35 per ton. Beans and rice are again plentiful. Butter is firm at 48c. Cheese is firm—no price change. Eggs are scarce, fresh 67c to 70c per dozen. Apples are plentiful and selling well but a reduction in price is expected on account of large stocks. Lard and cured meats are reported short. All classes of fish, fresh and cured, are moving up in price. Indignation meeting of whole sale grocers held this afternoon sent protest to Ottawa against order prohibiting the sale of package cereals in small cartons.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per bbl., in car lots	....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per bag	1 50	2 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	0 67	0 70
Cheese, new, large, per lb.	....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 25.—Storage eggs have dropped 50c per case and are now $13.50. Tomatoes, 2's, are quoted at $4.60 to $5, standard peas are $4, corn $4.50 per case, popping corn 9½c per pound. Ground sulphur advanced to $7.50 per cwt. Ontario evaporated apples 15½c to 16½c with quotations on California stock at 22½c on arrival. Quotations on No. 1 Japan rice from 8c to 9¾c. Pickles are again up, gallons 15c, eighteen ounce jars 25c per dozen. Good samples of small beans are offered at 14c to arrive.

CALGARY:		
Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 12
Sago, lb.	....	0 12
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	13 50
Tomatoes, 2½s, standard case	4 60	5 00
Corn, 2s, standard case	....	4 50
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 12	0 16
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case	7 75	8 50
Salmon, Sockeye, tall, case	....	15 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 23.—The opening quotation on the new crop of tomatoes show very high prices. Prevailing quotations are 3's from $5.40 to $5.80. Canned corn is also higher at $6.45 at opening price and peas, 2's, standard, from $4.10 to $4.25. All lines of corn flakes have advanced about 30c per case. McLaren's Imperial cream cheese is higher by 20c per dozen. Triscuit has advanced 30c per case. All Red Cross pickles show an advance. Brooms are also higher. Evaporated apples show higher quotations. Lima beans are quoted at 19½c, flour $10,19, and eggs 45c per dozen.

REGINA—		
Beans, small white Japan, bu.	....	7 15
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	10 90
Molasses, extra fancy, gal.	....	0 61
Rolled oats, bails	....	4 35
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	10 12
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 45
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	5 40	5 80
Corn, 2s, standard case	....	6 45
Peas, 2s, standard case	4 20	4 25
Apples, gals., Ontario	....	2 45
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., October 23.—To-day's announcement re controller's regulations regarding breakfast foods, aroused wholesalers to strongest comment which undoubtedly will crystalize in organized protest. Provisions are regarded as absolutely impractical as it is utterly impossible for jobbers to unload within the specified time. It is almost equally improbable that retailers could. This is the most pressing aspect regarding general effect. Dealers point out the impossibility of handling fragile food, flakes, puffs, etc. in bulk and regard application regulations to these as prohibitory of future use with enforced return to simpler forms.

The lifting of ban on retail sales of canned goods has not affected trade greatly, on account of the difficulty of securing supplies and high prices. Fifteen per cent. corn and very little more peas and tomatoes is the best jobbers are expecting from orders according to the latest advice from canners. Tomatoes show slight advance and are now $5.10. Eggs are scarcer and there is a prospect of a greater advance in prices. New laid are now 50c case 46c to 48c. Compound lard is higher at 23¼ to 24c. Heavy purchasing by Upper Canadian buyers forced potato prices to jump again and they are now quoted at $4 and producers are growing more confident of repeating last year's record prices.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 00	9 10
Beans, yellow-eyed	8 25	8 30
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	....	0 50
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 29	0 29½
Lard, compound	0 23¼	0 24
American clear pork	64 00	70 00
Beef, corned, ls	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 80
Corn, 2s, standard case	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 62	0 64
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, American, bbl.	....	....
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.	2 90	3 00

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By ARTEMAS WARD

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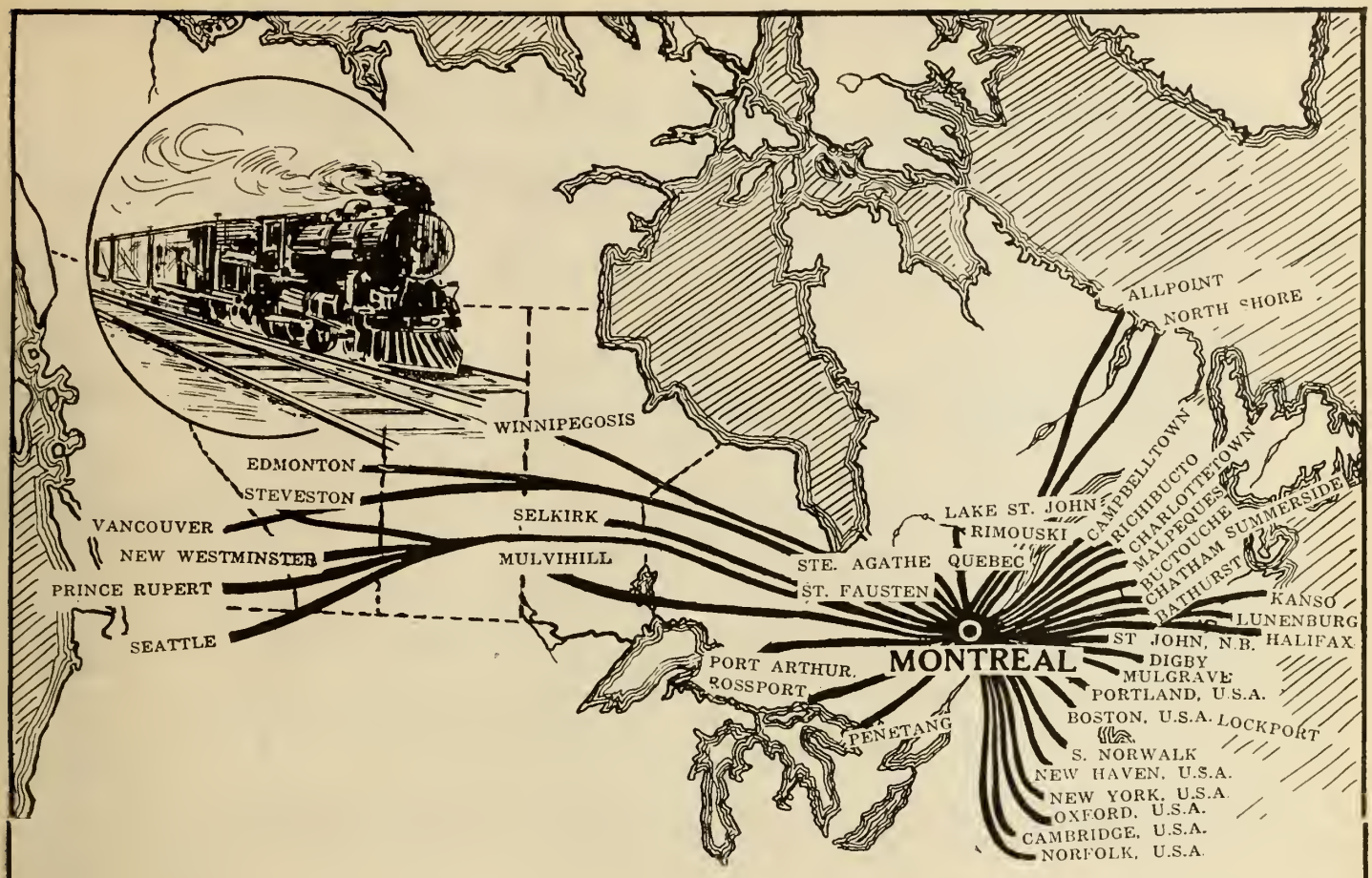
THE CANADIAN GROCER

TORONTO, CANADA



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Across a continent, from the Atlantic to the Pacific, and from Edmonton, Alta., down to Oxford, Maryland, fish trains are constantly speeding bringing us the very best selected catches obtainable in that vast territory.

Ours is the old reliable fish supply house—you can always count on the quality of our stocks and our supplies are always sufficient.

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D. HATTON COMPANY

MONTREAL

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PRODUCE AND PROVISIONS

Hogs Lower, But Products Firm

Montreal.

PROVISIONS. — Getter supplies of hogs, and a declining demand have had their effects. Live hogs early this week sold at $17.00 to $17.50 per hundred pounds. Dressed hogs were quoted at $24.00 to $24.50 per hundred. The fact that quality of hogs and their finish is not up to highest grade by any means accounts for the discrepancy between live and dressed prices. The products remain firm in price in spite of reduced demand. Meatless days, and food regulations are felt to some extent now. But the market tone is still steady. Shortening is up half a cent again this week. It is some time since the last advance, but cotton seed oil conditions soon tell upon shortening. Lard is unaltered as yet, but may respond to the effects of poorly finished hogs, the amount of lard from poorly fattened stock being much less while winter demand for lard is heavier.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 28¾
Shortening—		
Tierces, 400 lbs., per lb.	0 22	0 22¼
Tubs, 50 lbs.	0 22¼	0 22½
Pails, 20 lbs., per lb.	0 22½	0 22¾
Bricks, 1 lb., per lb.	....	0 24½

Poultry Demand Is Good; Also Supply

Montreal.

POULTRY.—Better supplies of live poultry coming in may mean some reduction in prices for this line, but good demand for dressed poultry is keeping the market still quite steady and even firm. The demand for poultry as a flesh food to replace the meats not permissible on meatless days is quite evident, and as good supplies of storage poultry have been available business in this line has been good. Quotations remain as under:

		Dressed
Poultry—		
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Export Of Eggs May Be Active

Montreal.

EGGS.—Egg market conditions maintain steady as compared with last week's records. There is continued insistence in the demand for Canadian eggs from Britain. Exporters have been sending along large consignments, but space is limited, and there is a slackening of this movement on this account. Every indication is to higher priced eggs as winter advances. Production in the country both West and locally is all easily absorbed by local demand. Receipts of eggs for the week ending Oct. 20th were 8,928 cases. Last year at the same time receipts were 20,870 cases. But the week's receipts at Oct. 20th were better than in the previous week when only 5,062 cases of eggs were handled. The outlook is for reduced receipts and probably higher prices, but quotations meantime are as under.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	....	0 40

Cheese Market Is Still Very Steady

Montreal.

CHEESE.—Cheese production is decreasing slightly now in the country. Milk is falling off in quantity, but quality of the product is said to be well maintained. Prices in the country show little variation, and the conditions generally are very steady. At Mont Joli 21 1/16 cents per lb. was paid, representing the lowest level, and 21⅜ was the highest reached at other country points. Export has been less steady of late owing to space shortage. Receipts of cheese for the week ending October 20th were 46,572 boxes, nearly 20,000 boxes less than for the corresponding period of last year. Prices to the retailer remain as below:

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Firmer In The Country Now

Montreal.

BUTTER.—Butter is still going firmer in the country. The highest figure for the season as far as it has gone was obtained when butter was sold at 46c in Montreal at Gould's auction. Prices were also big high at St. Hyacinthe, 45c being realized there. For the present, however, the prices quoted to the retail trade from the wholesale have not been advanced, and while the market condition is firm and the outlook towards more strength, demand keeps up. The figures showing receipts for the week ending October 20th, 1917, are 7,215, a decrease of over 3,000 packages as compared with the previous week, and nearly 2,000 packages as compared with the corresponding week of last year. Quotations are as under:

Butter—		
Creamery prints (fresh made)	0 46	0 47½
Creamery solids (fresh made)	0 45½	0 47
Dairy prints, choice, lb.	0 43	0 43½
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice)	0 40	0 41

Honey Quotations Have Gone Higher

Montreal.

HONEY.—Quotations for honey have advanced from wholesaler to retail trade. This is in accordance with the conditions pointed out in CANADIAN GROCER last week. The supplies of honey in the country are strongly held, and there is going to be a repetition of the condition of "high prices for everything sweet" as far as indications go. For maple sugar and syrup the market is also very firm, and the best grades of the maple products command high prices. Quotations as under are still available, however:

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 16
Buckwheat, 60-lb. tins, lb.	....	0 15½
Clover, 5-10-lb. tins, per lb.	....	0 18
Clover, 60-lb. tins	....	0 16
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Live Hogs Go Down $1

Toronto.

PROVISIONS.—A decline of $1 per hundred was recorded in the price being paid by local packers for live hogs fed and watered during the week, making the basis $16.75 to $17 per hundred. Heavier arrival of hogs together with a decline in the Chicago market influenced the downward price movement. Meats of all kinds are moving freely, there being a particularly good demand for barrel pork. In mess pork there was an advance of $1 from the lower quotations, making the price $51. Short cut backs were quoted up $2, the range being $55 to $56. Pure lard and compound lard held in steady position, the former being quoted on tierce basis at 27c to 27½c

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Do you "dig up" orders for half a dozen or more Grocery Travellers as they visit you monthly, or oftener? Thereby needlessly taking up too much of your valuable time. Carrying a heavy stock. Paying maximum freight rates. Increasing your bookkeeping. Incurring heavy insurance bills. And making the Bank Manager's Private Office a familiar place.

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Because: You can do business with less stock and less capital. Our shipments reach you in from one to three days. Freight rates are lowest. No cartage to pay. Short haul practically eliminates breakage and pilfering. By soliciting business in territory only which we serve more promptly and at less expense than any of our competitors, we obtain maximum results for time and money expended. Our Selling Cost being lowest, our prices are lowest.

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The success of your business demands that you do not allow habit and sentiment to prevent you from using these advantages.

THE YOUNG COMPANY, Limited

WHOLESALE GROCERS

NORTH BAY SUDBURY SAULT STE. MARIE

per pound while compound is quoted on tierce basis at 22¾c to 23c.

Hams—		
Medium	0 31	0 32
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 27	0 30
Wiltshire (smoked), per lb.	0 32	0 39
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	....	0 29½
Cooked Meats—		
Ham, boiled, per lb.	0 43	0 45
Hams, roast, per lb.	0 44½	0 50
Shoulders, roast, per lb.	0 36	0 47
Barrel Pork—		
Mess pork, 200 lbs.	....	51 00
Short cut backs, bbl., 200 lbs.	55 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27	0 27½
Compound tierces, 400 lbs., lb.	0 22¾	0 33

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars	....	17 25
Live, fed and watered	16 75	17 00
Live, f.o.b.	16 00	16 25

Talk Of Margarine Is Affecting Butter

Toronto.

BUTTER.—The possibility of margarine being allowed to come into Canada is affecting the butter situation toward an easier feeling. While prices have not declined locally the market is in a hesitant condition, quietness prevailing in anticipation that something may develop. There were some big export sales reported but it is understood that these stocks have not yet left the country owing to the transportation situation. Until this takes place there may still prevail an easier tone to the market.

Creamery prints, fresh made	0 46	0 47
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Eggs Were Easier, Due To Receipts

Toronto.

EGGS.—There was a decidedly weaker tone in the egg market during the week due to the heavy receipts. Reports from the U.S. market showed there were 888,000 cases more produced this year than last year. This is a very important factor tending to depress the Canadian market. On the other hand there is a good demand in the British market for eggs but it is impossible to get space to send the eggs over. There is a feeling among commission men than eggs will not reach as high a price this winter as they did last winter.

Eggs—		
Selects, cartons	....	0 55
Selects, ex-cartons	....	0 48
No. 1, ex-cartons	0 45	0 46

Cream Cheese Has Been Advanced 10%

Toronto.

CHEESE.—Higher prices to the extent of approximately 10 per cent. were recorded on MacLaren's cream cheese during the week. This advance has been occasioned not by the advance in cheese but by an advance in the price of opalescent glass of which the containers are made. Miniature size is now sold at 90c dozen, individuals at $1.25 dozen, small at $2.75, medium at $5 and large at $11. Roquefort cheese miniatures are sold at 90c dozen, small at $1.90 and large at $3.25. Prices of other cheese remain unchanged. Old cheese is now being quoted at 24c per pound, as the season has advanced far enough to give some age to the first product of the season.

Cheese—		
New, large	0 22½	0 23
Old, large	....	0 24
Stilton (new)	0 24	0 25

Spring Chickens Quoted Down 1c

Toronto.

POULTRY.—There was a slightly easier tendency in the market for spring chickens during the week and prices were quoted down 1c per pound, making the price paid by commission men at Toronto 19c per pound for birds weighing four pounds and over and 18c per pound for live birds weighing less than four pounds. Young ducks were a trifle easier, being quoted down 1c at 16c per pound. There are very few young turkeys coming to market as yet and the straggling few that have already been shipped were poorly finished. Reports state that turkeys will not be plentiful this year owing to the continued wet weather of spring in which weather turkeys never thrive well. Chickens are not being finished well, according to statements of dealers, farmers apparently reserving their feed owing to the high prices.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 13	0 16
Geese, live, lb.	....	0 12
Turkeys, old, lb.	0 16	0 20
Roosters, live, per lb.	0 15	0 16
Hens, live, over 4 lbs.	....	0 17
Hens, under 4 lbs.	....	0 13
Spring chickens, live, 4 lbs. and over, lb.	....	0 19
Do., live, under 3 lbs.	....	0 18
Squabs, dozen	....	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Honey Scarce And Prices Very Firm

Toronto.

HONEY.—There is a growing scarcity of honey in the market and prices are correspondingly firm. It would seem that present stocks will be exhausted long before new-crop again comes in. Indications seem to point to still higher prices for any remaining stocks. In 5-lb. and 10 lb. tins quotations of 19c were still made.

Honey—		
Clover, 5 and 10-lb. tins	....	0 19
60-lb. tins	0 18	0 18½
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	2 40	2 50
Maple Syrup—		
8-lb. tins	1 25	1 50
Gallons, Imperial	1 75	1 90

Butter Has About Reached Its Limit

Winnipeg.

PRODUCE AND PROVISIONS.—Although hog receipts continued light last week, the market had a weak undertone. The price of hogs ranges from $17 to $17.25. Provision prices underwent no change. Creamery and dairy butter markets were firm. Fresh made No. 1 creamery in cartons is selling to the trade at 45c; No. 2, 44c. This is a pretty high figure, and was not reached last year. There is a possibility it may not go higher than this. As regards eggs, there are very few new-laid eggs offering on the market. Very soon buyers will have to depend entirely on storage stocks. No. 1 candled eggs are bringing 40-42c.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 37
Backs, regular	....	0 38
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 30	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26½
20s	....	5 70
Cases, 5s	....	16 42
Cases, 3s	....	16 50
Lard, Compound—		
Tierces	....	0 21½
Tubs, 50s, net	....	10 50
Pails, 20s, net	....	4 65
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

CALIFORNIA CUCUMBER CROP

A canvass of the pickle situation made by the National Pickle Packers' Association shows that the crop in the Central West is about one-third of normal. The acreage planted this year was greater than that of 1916 and prospects were never better, but frosts later ruined the crop. As the situation stands, the carryover from last year is the lightest in years, and receipts the lightest in the history of the business in the Central West. One hundred per cent. of a crop was harvested in California also on Long Island. About 30,000 bushels of cucumbers were harvested in the south this year, an equal quantity in California, and about 400,000 bushels on Long Island, which is a very large crop for that section.

The receipts in the east, south and west, however do not overcome the heavy shrinkage in the Central West, the State of Michigan alone being short 1,000,000 bushels.

An Important Section for Manufacturers

MANUFACTURERS desiring agents to look after their interests in the various sections of Canada will find in the following pages announcements of a number of aggressive manufacturers' agents and brokers.

The announcements of these manufacturers' agents and brokers indicate the possibilities of increasing business in the respective territories in which they operate.

The manufacturers' agent is in very close touch with market conditions as well as both the wholesale and retail trade. This gives him a splendid opportunity of performing a most useful and important service in the distribution of foodstuffs.

The announcements of these agents have been grouped in this particular section for the convenience of firms interested in securing agents. They represent some of the best informed men in the grocery business in Canada. Manufacturers who are not interested now but who may be in the future, should keep this issue and particularly this section before them for reference.

DONALD H. BAIN CO.

Wholesale Grocery Commission Merchants, Manufacturers Agents and Importers

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REPRESENTING
FOREIGN & DOMESTIC
PACKERS & MANUFACTURERS OF
FOOD PRODUCTS AND
SPECIALTIES

—the Service that covers Canada from Coast to Coast

Put your product in charge of this reliable selling organization and get results that count.

A quarter century's successful experience as brokers and commission merchants to qualify us to handle your line with every prospect of excellent results.

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Consult Bradstreets, Dun's or any bank as to our financial standing. Then drop us a card for particulars.

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COTTAM'S
Bird Seed
CARR'S
English Biscuits
EDWARDS'
Desiccated Soups
KNOX'S
Sparkling Gelatine
MELROSE'S
Famous Teas
NATIONAL LICORICE CO.'S
Licorice Products
POSTUM
Cereal Foods, etc.
PURE GOLD
Jellies, Spices, etc.
ROBIN HOOD MILLS
Rolled Oats
ROGERS'
Valencia Raisins
E. D. SMITH'S
Pure Food Products
THORNTON
Malaga Raisins

are lines with which we are identified.

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AND SALES SPECIALISTS

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Furuya & Nishimura, Montreal—Japan Tea.
Etc., etc.

C. H. Grant Co.

Wholesale Commission Brokers and Manufacturers' Agents

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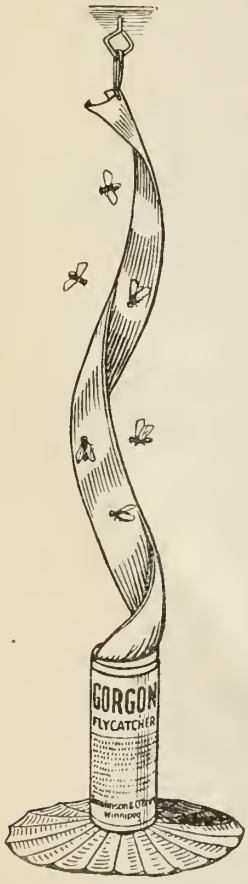

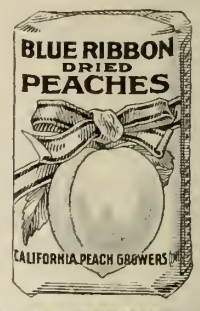

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Winnipeg, Manitoba

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Mason & Hickey

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Del Monte Canned Goods.

Canada Nut Co., Vancouver.
Peanut Butter.

Canada Starch Co., Montreal and Brantford. Starch, Syrup and Glucose.

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Valencia Raisins.

W. A. Taylor & Co., Winnipeg.
Horse Radish and Relishes.

Thornton & Co., Malaga.
Blue Fruits and Almonds.

O. Urquhart, Hensall, Ont.
White Beans.

J. H. Wethey, Ltd., St. Catharines.
Mince Meat, Jams and Jellies.

Mason & Hickey

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The fact that some of the very best Canadian, British and American Manufacturers find our service satisfactory in every way is a pretty sure indication of what our service can do for *you.*

See our list of agencies in the "Who Represents" Directory. Your line ought to be among them. You need good representation in the West.

We can give you this good service. Just drop us a card for full particulars and tell us about your product.

F. D. Cockburn Co., GROCERY BROKERS AND MANUFACTURERS' AGENTS **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

Always On The Job—Morning, Noon, Night.

Grocery

BROKERS

and

Manufacturers Agents

COVERING JOBBING TRADE

WESTERN ONTARIO
MANITOBA SASKATCHEWAN
ALBERTA SOUTHERN B.C.

OFFICES:
Winnipeg Regina
Saskatoon Calgary
Edmonton and Fort William

W. H. Escott Co., Ltd.

Established 1907

Our business increases 20 to 40 per cent each year.

WHY?

ASK THE JOBBER

Ask our principals. We will send you their names.

WRITE US.

DETAIL SALESMEN

Our Accounts Are Always The Best.

"Service" Means More To Us Than You Think. It Is Our Success.

Brokers. Live Ones. Not Dead Ones. Try Us.

If any advertisement interests you, tear it out now and place with letters to be answered.

To Manufacturers

We are fully qualified to give your line the proper representation on the Western Market.

Our facilities make for success. We have—

EXPERIENCE

in building up connections with the Western Wholesaler and Retailer.

CONFIDENCE

of the trade, based upon 15 years' successful selling in the West.

REPRESENTATION

We have twelve salesmen calling regularly on both the Wholesale and Retail trade.

ACCOMMODATION

Our trackage and facilities for Storage and Distributing are of the best.

We Sell Direct to the Retail Trade—

Christie's Biscuits and Robertson's Confectionery

Manufacturers requiring representation in the West should write us at once.

Scott-Bathgate Company, Ltd.

Grocery Brokers and Commission Merchants

149 NOTRE DAME AVE. EAST - - WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

If you have any

POTATOES

to offer in car lots, telephone, wire or write me full particulars re price, quality and quantity.

FRED J. WHITE

Board of Trade

Fruit Broker and Distributor

Toronto, Ontario

Special Offerings in

Raisins Teas

Beans Split Peas

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Limited

Manufacturers' Agents and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners and Drug Specialists

12 FRONT STREET EAST TORONTO

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service

860 Bathurst St. Registered

Toronto, Ont.

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

Loggie, Parsons & Co.

Merchandise Brokers and Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W.

TORONTO - - ONTARIO

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer

143-153 University Ave.

TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

Trade Papers are Pioneers of Business Expansion

The Western Demand is Worth While

We can connect you with it

The facilities we possess for successfully handling your product is just what you require to get a grip on the Western Markets.

A post card to us now will bring you particulars of our service and our financial stability. It will interest you. Send to-day.

C. and J. JONES

Wholesale Commission Brokers and Importers

WINNIPEG VANCOUVER

Mention This Paper When Writing Advertisers

To Manufacturers, Importers, Shippers, Packers:

Experience has taught Producers that success can be had only by securing the maximum business at the minimum cost.

For this purpose PROPER REPRESENTATION is essential.

For several years we have given satisfaction to all our Principals.

If you want to make use of our services, they are at your disposal.

Careful and proper attention is given all accounts we handle.

If you want to get a line on our selling ability, ask any of our principals. They will gladly furnish the information.

EFFICIENCY is our watchword.

No matter what your products are, if we undertake the marketing of them, it is because we know we will be successful.

Constant work, mingled with the necessary aggressiveness, is what we furnish.

Your account placed with us will have an opportunity to expand.

Some of our Agencies:

ROSENBERG BROS. & CO.
SAN FRANCISCO

Dried Fruits, Nuts, Beans, Rice.

A. MENDLESON'S SONS
NEW YORK

Caustic Soda, Soda Ash, Lye, Chloride Lime (Bleach)

TOKSTAD-BURGER CO.
NEW YORK

Foreign Canned Goods.

NORMANNA IMPORTING CO.
NEW YORK

Imported Table Delicacies.

O'LEARY & LEE - HALIFAX

Canned Lobster.

SUNLIT FRUIT CO.
SAN FRANCISCO

Canned Fruits, Vegetables, Preserves and Specialties.

HICKMOTT CANNING CO.
ORWOOD, CAL.

Canned Asparagus.

FUJITA & CO.
KOBE, JAPAN

Nuts, Produce, Oils.

Trade and Bank References gladly furnished.

C. B. HART, Reg., Wholesale Grocery and Merchandise Brokers

489 ST. PAUL STREET WEST, MONTREAL, P.Q.

If interested, tear out this page and keep with letters to be answered.

Man-Size Conversation

Something about Jones---The Test Question that Silenced Jennings---Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace to keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information —from THE FINANCIAL POST OF CANADA.

Jones does a good deal more than just pay $3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character —usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have ***knowledge.***

Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities.

Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business—by reading THE FINANCIAL POST.* The $3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

The Financial Post OF CANADA

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me *The Financial Post,* for which I will pay $3.00 per year on receipt of invoice.

Name..... Address.....

Aints To Buyers and Sellers from Quebec City & Province

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers

91 DALHOUSIE STREET - - - - QUEBEC CITY

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

GROCERIES, FLOUR, MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)

QUEBEC, QUE.

G. GAGNE

Brokers and Commission Merchants

111 Mountain Hill QUEBEC

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions

and

Fish Specialties

HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street, - Quebec

PROVISIONS, FLOUR

AND

GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

85 Dalhousie Street, - QUEBEC

WHO IS AGENT FOR____?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm or line they represent.

A

A. B. C. PACKING, LTD., Vancouver—Canned Salmon.
W. L. Mackenzie & Co., Winnipeg.

ACME VINEGAR CO., Winnipeg.
Donald H. Bain Co., Winnipeg.

ALEXANDER MOLASSES CO., Cincinnati, U.S.A. Canned Molasses.
H. P. Pennock & Co., Ltd., Winnipeg.

AMERICAN CONFECTIONERY SYNDICATE, New York—Buddy Buds.
F. D. Cockburn Co., Winnipeg.

AMERICAN PEANUT CORP., Norfolk, Va.—
Donald H. Bain Co., Winnipeg.

ANDERSON & MICKIN, Vancouver—Salmon.
Watson & Truesdale, Winnipeg.

ARBUCKLE BROS., New York—Green Coffees.
Mason & Hickey, Winnipeg.

H. E. ARNHOLD, Canton, China—Cassia and Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

ASHCROFT WILKINSON CO., Chemicals—
C. B. Hart, Reg., Montreal.

ATLANTIC SUGAR REFINERIES, Ltd., Montreal—Lantic Sugar and Syrup.
H. P. Pennock & Co., Ltd., Winnipeg.

AUNT JEMIMA MILLS CO., St. Joseph, Mo.—Pancake Flour.
W. L. Mackenzie & Co., Winnipeg.

B

B. T. BABBITT, Inc.
W. H. Dunn, Ltd., Montreal.
Dunn & Hortop, Toronto.

BAILEY BROOM CO., Kingston, Ont.—Brooms.
Mason & Hickey, Winnipeg.

BALLIS & CO., Messina, Italy—Sulphur Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.

BECKER, SHILLAN & CO., London, Eng.—Produce, Fruits, Chemicals, Oils.
Stewart Menzies & Co., Toronto.

B. C. PACKERS ASSOC., Vancouver, B.C.—Clover Leaf Salmon.
G. B. Thompson & Co., Winnipeg.

A. BOUTILIER & CO., Centreville, N.S.—Herring and Lobster.
Geo. Adam & Co., Winnipeg.

JNO. BUCHANAN & BROS., LTD.
The Robt. Gillespie Co., Winnipeg.

BAR LE DUC JELLY.
W. G. Patrick & Co., Ltd., Toronto.

C. J. BODLEY'S XMAS PUDDING.
The Robt. Gillespie Co., Winnipeg.

BALMER, LAURIE & CO., Calcutta—Tea.
C. & J. Jones, Winnipeg.

BOVRIL, LIMITED, Montreal—Bovril, Fluid Beef. Etc.
W. L. Mackenzie & Co., Winnipeg.

BATGER & CO., London—Candied Peels.
W. L. Mackenzie & Co., Winnipeg.

THE BOOTH FISHERIES CO. OF CANADA, LTD., St. Andrews, N.B.—Sardines and Canned Herring.
Watson & Truesdale, Winnipeg.

BRITISH COLUMBIA SUGAR REFINING CO., LTD., Vancouver — Sugar, Rogers' Golden Syrup.
Donald H. Bain Co., Winnipeg.

BRITISH COLUMBIA HOP CO., San Francisco—Hops.
Donald H. Bain Co., Winnipeg.

BAKER, EDGAR & CO., Liverpool — Valencia Onions, Malaga Grapes.
Donald H. Bain Co., Winnipeg.

BARNES' GRAPE JUICE.
H. D. Marshall, Montreal.

BUCHANAN'S CONFECTIONERY.
Maclure & Langley, Limited, Toronto.

BUCKS CONFECTIONERY.
Maclure & Langley, Limited, Toronto.

BORDEN MILK CO., LIMITED.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

BENSDORP'S COCOA.
Wm. H. Dunn, Ltd., Montreal.

B. & L. MFG. CO., Sherbrooke, Que.—Maple Leaf Dirt Chaser.
H. P. Pennock & Co., Ltd., Winnipeg.

BETZ & VAN HEIJST, Holland.
H. P. Pennock & Co., Ltd., Winnipeg.

BON AMI CO., New York—Bon Ami Cake and Powder.
The H. L. Perry Co., Winnipeg.

BIRDLAND SOCIETY, London, Ont.—Cottam's Bird Seed and Gravel.
The H. L. Perry Co., Winnipeg.

BORDEN MILK CO.—Condensed Milk, etc.
Mason & Hickey, Winnipeg.

BRITISH COLUMBIA HOPS.
A. P. Tippet & Co., Montreal.

C

CALIFORNIA CANNED FRUIT.
W. G. Patrick & Co., Ltd., Toronto.

CALIFORNIA DIAMOND BRAND WALNUTS.
A. P. Tippet & Co., Montreal.

CALIFORNIA FRUIT CANNERS' ASSOC., San Francisco—Del Monte Canned Goods.
Mason & Hickey, Winnipeg.

CALIFORNIA FRUITS.
A. P. Tippet & Co., Montreal.

CALIFORNIA PEACH GROWERS, INC.
Tomlinson & O'Brien, Winnipeg.

CALIFORNIA ASSOCIATED RAISIN CO.
Tomlinson & O'Brien, Winnipeg.

CAMP COFFEE ESSENCE.
Rose & Laflamme, Montreal.

CAMPBELL'S SOUPS.
Rose & Laflamme, Montreal.

JOS. CAMPBELL CO., Camden, N.J. Campbell's Soups (sub-agency under Rose & Laflamme, Montreal).
The H. L. Perry Co., Winnipeg.

CANADA NUT CO., Vancouver.
Mason & Hickey, Winnipeg.

CANADA PRESERVING CO.
The Robert Gillespie Co., Winnipeg.

CANADA STARCH CO.—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.

CARBOLOCENCE—Disinfectant Fluid.
McClellan Import Co., Montreal.

CARTER, MACY & CO., Inc., New York—Teas.
Watson & Truesdale, Winnipeg.

COX GELATINE.
A. P. Tippet & Co., Montreal.

CRESCENT MFG. CO.—Mapleine.
Mason & Hickey, Winnipeg.

DA COSTA & CO.—Barbados Molasses.
West India Company, Montreal.

J. C. CARPENTER CO.—Preserved Texas Figs.
W. G. Patrick & Co., Ltd., Toronto.

CO-OPERATIVE TEA GARDEN CO., Ceylon—Ceylon Teas.
H. P. Pennock & Co., Ltd., Winnipeg.

CONSUMERS' CORDAGE CO., Ltd., Montreal.
Tees & Persse, Ltd., Winnipeg.

J. & G. COX, Ltd., Edinburgh.
A. P. Tippet & Co., Montreal.
Tees & Persse, Ltd., Winnipeg.

CHARBONNEAU, Ltd.—Biscuits and Confectionery, Maple and Table Syrups.
The Robt. Gillespie Co., Winnipeg.

CLARKE, WM., Ltd., Montreal—Canned Meats, Soups, Pork and Beans, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CANADIAN CEREAL & FLOUR MILLS, Toronto—Barley, Split Peas.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CAMERON, A., & CO., LTD., Kobe—Beans, Produce.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CASTLE BROS., San Francisco—Dried Fruits.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CRAWFORD, WM., & SONS, LTD., Liverpool—Biscuits.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CREMIDI BROS., Patras—Greek Currants.
W. L. Mackenzie & Co., Ltd., Winnipeg.

COTTER, R. E., San Francisco—Salmon.
W. L. Mackenzie & Co., Ltd., Winnipeg.

COMMERCIAL PACIFIC CO., San Francisco—Australian Products, Onions, Currants.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CAVERLY-PLUMER CO., Lynn, Mass.—Cream of Tartar Substitutes.
Watson & Truesdale, Winnipeg.

CROSBY MOLASSES CO., St. John, N.B.
Watson & Truesdale, Winnipeg.

CURTIS OLIVE CORPORATION, Los Angeles, Cal.—Ripe Olives.
Watson & Truesdale, Winnipeg.

CANADIAN CANNERS, LTD., Toronto.
Donald H. Bain & Co., Winnipeg.

CUDAHY PACKING CO., LTD., Toronto—Old Dutch Cleanser, Soups, Gem Lye.
Donald H. Bain & Co., Winnipeg.

CANADA MAPLE EXCHANGE, Montreal—Maple Syrup and Sugar.
Donald H. Bain & Co., Winnipeg.

C. CERONI, Patras—Greek Currants.
Donald H. Bain & Co., Winnipeg.

CURTICE BROS. CO., Rochester—Blue Label Catsups and Canned Goods.
Donald H. Bain Co., Winnipeg.
Wm. H. Dunn, Ltd., Montreal.

CHURCH & DWIGHT, LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

C. H. CATELLI CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

CALEY, A. J., & SON, LTD., Norwich, Eng.—Christmas Stockings, Crackers and Chocolates.
Watson & Truesdale, Winnipeg.

CALEY'S XMAS STOCKINGS (B.C. only).
The Robt. Gillespie Co., Winnipeg.

CANADIAN SALT CO., Windsor, Ont.—Windsor and Regal Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

CANNED CORN.
W. G. Patrick & Co., Ltd., Toronto.

CARNATION MILK PRODUCTS CO., LTD., Aylmer, Ont.
H. D. Marshall, Montreal.
Tees & Persse, Ltd., Winnipeg.

CLAYAQUOT SOUND CANNING CO., Victoria, B.C.—Canned Salmon.
H. P. Pennock & Co., Ltd., Winnipeg.

CAPERS, SPANISH.
W. G. Patrick & Co., Ltd., Toronto.

CREAMED CHICKEN A LA KING ("Purity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.

CEYLON COCOANUT.
W. G. Patrick & Co., Ltd., Toronto.

THE CROCKER MILLING CO., Minneapolis, Minn.—Cornmeal.
The C. H. Grant Co., Winnipeg.

CONFECTIONERY.
The Robt. Gillespie Co., Winnipeg.

CHOCOLATES.
The Robt. Gillespie Co., Winnipeg.

CANDIES.
The Robt. Gillespie Co., Winnipeg.

CORN PRODUCTS REFINING CO., New York.
Keenleyside Oil Co., London, Ont.

CRESWELL BROS., London, Eng.—Sponges, Chamois Leathers, etc.
Stewart, Menzies & Co., Toronto.

CREAMETTE CO., Minneapolis, Minn.—Macaroni, Vermicelli, etc.
Mason & Hickey, Winnipeg.

CUTTER-TOWER CO., New York—Toothpicks.
Donald H. Bain Co., Winnipeg.

CRESCENT CREAMERY CO., Winnipeg—Bluebird Condensed Milk.
Donald H. Bain Co., Winnipeg.

CATELLI'S MACARONI.
H. D. Marshall, Montreal.

CALIFORNIA CITRUS CREAM.
H. D. Marshall, Montreal.

CASTLE BROS.—Dried Fruits.
C. B. Hart, Reg., Montreal.

COOKE'S BRAND PEAS.
Maclure & Langley, Toronto.

CRAVEN'S CONFECTIONERY.
Maclure & Langley, Toronto.

CURLING MARMALADE.
Maclure & Langley, Toronto.

CARR & CO., LTD.
Wm. H. Dunn, Ltd., Montreal.
Dunn-Hortop, Ltd., Toronto.

COTTAM'S BIRD SEED CO.
Wm. H. Dunn, Ltd., Montreal.

CANADA THREAD MILLS CO., LTD., Toronto—Thread.
Scott-Bathgate Co., Ltd., Winnipeg.

CATZ & CO., Rotterdam, Holland—Carraway, Poppy and other Seeds.
Scott-Bathgate Co., Ltd., Winnipeg.

J. CARAMANDANI CO., LTD., Patras, Greece—Currants.
Scott-Bathgate Co., Ltd., Winnipeg.

CHRISTIE, BROWN & CO., Toronto—Biscuits.
Scott-Bathgate Co., Ltd., Winnipeg.

D

DADELSZEN & CO., Bordeaux, France—Shelled Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.

DEMENECH & CO., Denias—Onions, Raisins.
W. L. Mackenzie & Co., Ltd., Winnipeg.

DICKENSON, ALBERT, & CO., Minneapolis—Popping Corn, etc.
Donald H. Bain Co., Winnipeg.

DINGEE, SQUIRE, Chicago—Pickles.
The H. L. Perry Co., Winnipeg.

DISINFECTANT BLOCKETTES.
McLellan Import Co., Montreal.

DOMINION BUTTON MFGRS., LTD., Kitchener—Ivory; Fresh Water and Ocean Pearl.
F. D. Cockburn Co., Winnipeg.

DOMINION CANNERS, LTD., Hamilton.
Tees & Persse, Ltd., Winnipeg.

DOMINION CANNERS, Specialty.
H. D. Marshall, Montreal.

DOMINION CARAMEL CO., LTD., Montreal—Diastasic Malt Flour for Bakers.
Watson & Truesdale, Winnipeg.

DOMINION FISH CO., LTD., Port Arthur—Lake Superior Herring.
Donald H. Bain Co., Winnipeg.

DOMINION MATCH CO.
W. F. Elliot, Fort William, Ont.

Everybody's Eating It!

Tomlinson's TOOTHSOME TOFFEE

The new Toffee that's taking the West by storm.
Made from best materials by experts in a sanitary factory.
Has a delicious distinctive flavor that calls for "more."
Tomlinson's Toffee is not merely a substitute for imported toffees. Its own delicious goodness creates a demand wherever introduced.

Order from Your Jobber

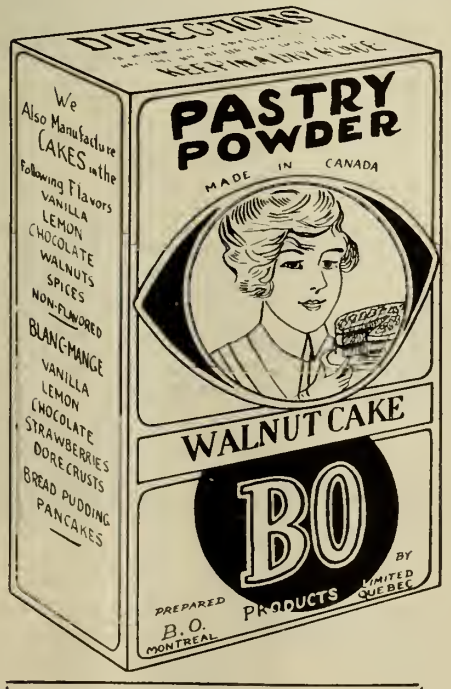
PRICE LIST

24 Five cent cartons	per box	$0.90
12 Ten cent cartons	per box	.90
6 Twenty-five cent cartons	per box	1.10
Bulk Slabs, 5 lbs. in box	per lb.	.30

F.O.B. Western Jobbing Points

Made by

CROWN CANDY Co. TOMLINSON & O'BRIEN, Proprietors
WINNIPEG



Delicious Cake

at a moment's notice

By mixing the contents of a package of B.O. Pastry Powder with a small quantity of butter and milk, a most delicious cake can be made.

NO OTHER INGREDIENTS NEEDED

No Flour, no Eggs, no Baking Powder, no Sugar, no Flavoring, everything necessary is contained in the package. Flavors: Vanilla, Lemon, Chocolate, Walnut, Spices, Non-Flavored.
Put in a stock of this quick-selling line—a boon to the housewife—makes friends everywhere.

We also manufacture similar ready products as follows: Pancakes, Bread Pudding, Dore Crust, Blancmange (four flavors).

Write for particulars.

B.O. Products Co., Limited
QUEBEC

DIRECTIONS

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

DOMINION GLASS CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.
DOMINION SALT CO., LTD., Sarnia, Ont.—Century Salt, Sifto.
Donald H. Bain Co., Winnipeg.
DOMINION SUGAR CO.—Sugar.
Mason & Hickey, Winnipeg.
W. F. Elliot, Fort William, Ont.
DOMINION TOBACCO CO., Montreal—Tobacco, Cigarettes.
Donald H. Bain Co., Winnipeg.
DOWNEY, W. P., Montreal—Cocoanut.
Scott-Bathgate Co., Ltd., Winnipeg.
DUTCH TEA RUSKS.
The Robt. Gillespie Co., Winnipeg.
DYERS' PORK AND BEANS, Vincennes, Ind.
Watson & Truesdale, Winnipeg.

E

EDDY, E. B., CO., LTD., Hull, Que.
Tees & Persse, Ltd., Winnipeg.
EDWARDS DESSICATED SOUPS.
Wm. H. Dunn, Ltd., Montreal.
EPPS, JAMES, & CO., London, Eng.—Cocoa and Chocolates.
F. D. Cockburn, Winnipeg.
ESSEX CANNING & PRESERVING CO., Essex, Ont.—Canned Goods.
Mason & Hickey, Winnipeg.
EVANS, COLEMAN & EVANS, Vancouver—Salmon.
Donald H. Bain Co., Winnipeg.
EXCELSIOR MACARONI CO., Winnipeg.
Donald H. Bain & Co., Winnipeg.

F

FELS & CO., Philadelphia—Fels Naptha Soap.
Donald H. Bain Co., Winnipeg.
FLAVELLES, LTD., Lindsay—Cheese, Honey, Poultry.
W. L. Mackenzie & Co., Ltd., Winnipeg.
FOSTER, CLARK, LTD.—Custard Powders, H. D. Health Salts, Lemonade Powders.
Watson & Truesdale, Winnipeg.
Stewart Menzies & Co., Toronto.
FOSTER & HOLTERMAN, Brantford, Ont.—Honey.
Mason & Hickey, Winnipeg.
FRAME & CO., New York—Spices, etc.
Donald H. Bain Co., Winnipeg.
FUNSTEN, R. E., DRIED FRUIT & NUT CO., St. Louis, Mo.—Pecans, etc.
Donald H. Bain Co., Winnipeg.
FURNIVALL-NEW, LTD., Hamilton—Pure Jam.
The H. L. Perry Co., Winnipeg.
FURUYA & NISHIMURA, Montreal—Japan Tea, etc.
The C. H. Grant Co., Winnipeg.
FAIRBANK, N. K., CO., LTD., Montreal.
Tees & Persse, Ltd., Montreal.
FRENCH CASTILE SOAP.
A. P. Tippet & Co., Montreal and Toronto.

G

GEORGE & BRANDAY, Kingston, Jamaica—Pimenta, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.
GINGER IN JARS AND TINS.
W. G. Patrick & Co., Ltd., Toronto.
GORDON DRUG CO.
The Robt. Gillespie Co., Winnipeg.
GORGON FLY CATCHER.
Tomlinson & O'Brien, Winnipeg (sole Canadian agents).
GRAPE NUTS.
W. H. Dunn, Ltd., Montreal.
GRIFFITH DURNEY CO., San Francisco—Canned Goods, Salmon, etc.
Donald H. Bain Co., Winnipeg.
GUAVA JELLY.
W. G. Patrick & Co., Ltd., Toronto.
GRACE, W. R., & CO., New York—Coffee.
The C. H. Grant Co., Winnipeg.
GRANBY ELASTIC WEB CO., Granby, Que.—Elastic Webs and Cords, Fine Garter and Suspender Webs.
F. D. Cockburn, Winnipeg.
GLICKS, MAX, LINES.
The Robt. Gillespie Co., Winnipeg.
GIBSON, ROBT., & SONS.
Robt. Gillespie Co., Winnipeg.
GOODWILLIES LIMITED—Preserved Fruits (Eastern Canada).
Rose & Laflamme, Montreal.
GORMAN, ECKERT & CO., London—Olives, Spices.
Mason & Hickey, Winnipeg.
GRIFFIN & SKELLEY—Dried Fruits.
Mason & Hickey, Winnipeg.
GRIFFIN & SKELLEY—Seedless Raisins.
A. P. Tippet & Co., Montreal.
THE GUGGENHIME CO., San Francisco, Cal.—Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.
GRIFFITH DURNEY CO., San Francisco, Cal.—Canned Goods.
The C. H. Grant Co., Winnipeg.
THE GRAHAM CO., LTD., Belleville, Ont.—Evaporated Apples, Dessicated Vegetables.
Donald H. Bain Co., Winnipeg.
GOLD SEAL FLOUR—
H. D. Marshall, Montreal.
GRANGER & CO.—Coffee.
C. B. Hart, Reg., Montreal.
GIPSONS, L. L., & CO.—Lozenges.
Maclure & Langley, Ltd., Toronto.

H

RICHARD HUDNUT PERFUME CO.—
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.
HAMILTON COTTON CO., Hamilton, Ont.—Twine, Clothes Lines, Lamp Wicks, etc.
Scott-Bathgate & Co., Ltd., Winnipeg.
HABICHT, BRAUN & CO., New York—
H. D. Marshall, Montreal.
HICKMOTT CANNING CO.—Canned Asparagus.
C. B. Hart, Reg., Montreal.
HANDYSIDES XMAS STOCKINGS—
Maclure & Langley, Ltd., Toronto.
HYSLOP'S JAMS AND MINCEMEAT—
Maclure & Langley, Ltd., Toronto.
HARRINGTON'S TURKISH DELIGHT
Maclure & Langley, Ltd., Toronto.
HOLLAND RUSK CO., Holland, Mich.
Watson & Truesdale, Winnipeg.
HO-MAYDE PRODUCTS CO., Toronto—Bread Improver.
C. & J. Jones, Winnipeg.
HILLS BROS., New York—Royal Excelsior and Dromedary Dates, Currants.
Donald H. Bain Co., Winnipeg.
HARD & HAND, INC., New York—Coffees.
Donald H. Bain Co., Winnipeg.
HUNT'S QUALITY FRUITS—
H. D. Marshall, Montreal.
HARGREAVES (CANADA) LTD., Toronto—Blue, Polishes, Floor Wax.
W. L. Mackenzie & Co., Ltd., Winnipeg.
GEO. HARKER & CO., LTD., London, Eng.—Spices, Colonial Produce.
Stewart Menzies & Co., Toronto.
HARRY HORNE CO., Toronto—Health Salts and Custard.
Robt. Gillespie Co., Winnipeg.
HARPER-PRESNAIL CIGAR CO.—Cigars.
Mason & Hickey, Winnipeg.
H O. COMPANY, Buffalo, U.S.A.
Tees & Persse, Ltd., Winnipeg.
HARICOT VERTS.
W. G. Patrick & Co., Ltd., Toronto.
HAZARD & CO., New York, U.S.A.—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.
S. J. HOUTEN & JOON, Weesp, Holland—Cocoa.
Scott-Bathgate Co., Ltd., Winnipeg.

I

INGERSOLL PACKING CO. Cheese, Meats.
Mason & Hickey, Winnipeg.
W. F. Elliot, Fort William, Ont.
IMPERIAL RICE MILLING CO., Vancouver, B.C.—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.
IMPORT & BY-PRODUCTS CO., INC., Trenton, N.J.
C. & J. Jones.
INTERNATIONAL STOCK FOOD CO., Toronto
Stock Food.
Scott-Bathgate Co., Ltd., Winnipeg.
ITALIAN PEAS.
W. G. Patrick & Co., Ltd., Toronto.
ITALIAN MACARONI.
W. G. Patrick & Co., Ltd., Toronto.

J

THE JERVIS INLET CO., Steveston, B.C.—Canned Salmon.
The C. H. Grant Co., Winnipeg.
W. & R. JACOB & CO., LTD., Dublin, Ireland—High Class Biscuits.
Watson & Truesdale, Winnipeg.

K

KNOX GELATINE CO.
Wm. H. Dunn, Limited.
KAY BROTHERS.
Tomlinson & O'Brien, Winnipeg.
JAMES KEILLER & SON, LTD., Dundee and London—Marmalade, Jams, Jellies, Confectionery, etc.
Stewart Menzies & Co., Toronto.
KIMBALL, BISHOP CO., London, Eng.—Citric and Tartaric Acid.
Scott-Bathgate Co., Ltd., Winnipeg.
KKOVAH HEALTH SALTS.
Maclure & Langley, Ltd., Toronto.
KKOVAH CUSTARD.
Maclure & Langley, Ltd., Toronto.
KEENLEYSIDE OIL CO., London, Ont.—"Matchless" Ammonia Powder.
The H. L. Perry Co., Winnipeg.
W. K. KELLOGG CO., Toronto—Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
Mason & Hickey, Winnipeg.
KELLY CONFECTION CO., Vancouver, B.C.—Molasses.
Mason & Hickey, Winnipeg.
KING BEACH MFG. CO., Mission City, B.C.—Jams and Jellies.
Mason & Hickey, Winnipeg.
KEITH'S CRISPETTES.
The Robt. Gillespie Co., Winnipeg.
KARAVAN COFFEE.
The Robt. Gillespie Co., Winnipeg.
KELLOGG'S TOASTED CORN FLAKES.
H. D. Marshall, Montreal.

L

LEA BROS.—Pickles.
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LEA & PERRINS, Worcester, Eng.—Worcestershire Sauce.
H. P. Pennock & Co., Ltd., Winnipeg.
L. L. & C. LOZENGES (Buchanan's).
Maclure & Langley, Ltd., Toronto.
LANGE CANNING CO., Eau Claire, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.
LUMMIS & CO., Suffolk, Va., and Philadelphia—Peanuts.
The C. H. Grant Co., Winnipeg.
W. S. LOGGIE & CO., LTD., Chatham, N.B.—Lobsters, Blueberries.
Mason & Hickey, Winnipeg.
E. LAZENBY & SONS, LTD., London, Eng.—Sauces, Pickles, Potted Meats, Lea & Perrin's Sauce.
Stewart Menzies & Co., Toronto.
LIVELY POLLY DRY SOAP.
McLellan Import Co., Montreal.
LOCK, LANCASTER & JOHNSTON, London, Eng.—Tea Lead.
Scott-Bathgate Co., Ltd., Winnipeg.
LOUISIANA STATE RICE MILLING CO.
Tomlinson & O'Brien, Winnipeg.
LEON ISRAEL & BROS.—Santos and Rio Coffee.
C. & J. Jones, Winnipeg.
LIBERTY CHERRY AND FRUIT CO., Kentucky, U.S.A.
C. & J. Jones, Winnipeg.
LYLE, ABRAHAM & SONS, London, Eng.
C. & J. Jones, Winnipeg.
LINDNERS, LIMITED, Brampton—Jams, Jellies, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.
LOGGIE, A. R., CO., Loggieville, N.B.—Eagle Brand Lobsters, Clams, Blueberries.
Donald H. Bain & Co., Winnipeg.
LAUGHLIN'S LEMON JUICE.
H. D. Marshall, Montreal.
LITSTER PURE FOOD CO.—Spices and Essences.
C. B. Hart, Reg., Montreal.
LIEBENTHAL BROS. & CO., Cleveland—Humpty Dumpty Lumps.
F. D. Cockburn Co., Winnipeg.

M

MAGOR SON & CO., LTD.
W. F. Elliot, Fort William, Ont.
MENDLESON'S SONS—Heavy Chemicals.
C. B. Hart, Reg., Montreal.
METCALFE MILLING CO.—Rolled Oats.
G. B. Thompson & Co., Winnipeg.
MURRAY'S CARAMELS
Maclure & Langley, Ltd., Toronto.
MELROSE TEAS
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.
MACDONALD, W. C., REG'D, Montreal—Tobaccos.
W. L. Mackenzie & Co., Ltd., Winnipeg.
MEEHAN, THOS. J., & CO., Baltimore—Canned Goods.
W. L. Mackenzie & Co., Ltd., Winnipeg.
MAGGI SOUPS.
Maclure & Langley, Ltd., Toronto.
MALTA VITA PURE FOOD CO.
Tomlinson & O'Brien, Winnipeg.
MANFORD SCHIER, Dunnville, Ont.—Evaporated Apples.
Mason & Hickey, Winnipeg.
MEGANTIC BROOM MFG. CO.
Tomlinson & O'Brien, Winnipeg.
MICHIGAN TEA RUSK CO.—Dutch Tea Rusks.
Robt. Gillespie Co., Winnipeg.
E. & E. MORTON, LTD.
Tomlinson & O'Brien, Winnipeg.
MARTIN & ROBERTSON, LTD., Vancouver, B.C.—Rice, etc.
The C. H. Grant Co., Winnipeg.
MAPL-FLAKE MILLS, Battle Creek, Mich.—Cereals.
The C. H. Grant Co., Winnipeg.
MARSHMALLOW CREME.
W. G. Patrick & Co., Ltd., Toronto.
MUSHROOMS (French).
W. G. Patrick & Co., Ltd., Toronto.
MYERS & SON, F. L., Jamaica.—Spices.
H. P. Pennock & Co., Winnipeg.
MOLASSES.
Da Costa Co., Barbadoes, B.W.I.
West India Co., Montreal.
MARMALADE (Curling Brand).
Maclure & Langley, Ltd., Toronto.
MUSTARD (French).
Maclure & Langley, Ltd., Toronto.
MEDICATED GUMS AND PASTILLES (Cravens)
Maclure & Langley, Ltd., Toronto.
MILITARY CHOCOLATES.
The Robt. Gillespie Co., Winnipeg.
MARSH'S GRAPE JUICE (Quebec Province).
Rose & Laflamme, Ltd., Montreal.
MAPLE TREE PRODUCERS ASSN., Montreal.—Pure Maple Products.
W. L. Mackenzie & Co., Ltd., Winnipeg.
MACLAREN IMPERIAL CHEESE CO., Toronto—Cream Cheese, Peanut Butter, Mustard, Dessert Jellies.
Watson & Truesdale, Winnipeg.
MARITIME FISH CORPORATION, LTD., Montreal—Fresh, Frozen and Smoked Fish.
Watson & Truesdale, Winnipeg.
McMEEKINS & CO., London, Eng.—Teas.
Donald H. Bain Co., Winnipeg.
MONKLAND OATS
H. D. Marshall, Montreal.

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Campbell, Wilson & Millar, Ltd.—Saskatoon.
Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current

N

NORTH AMERICAN CHEMICAL CO.—Rice's Salt.
G. B. Thompson & Co., Winnipeg.

NORCANNER'S SARDINES.
Maclure & Langley, Ltd., Toronto.

NORWEGIAN CANNERS EXPORT CO., Norway—Sardines.
H. P. Pennock & Co., Ltd., Winnipeg.

NORTH ONTARIO PACKING CO., California—Dried Fruits.
H. P. Pennock & Co., Ltd., Winnipeg.

NORFOLK STORAGE CO., Virginia—Peanuts.
H. P. Pennock & Co., Ltd., Winnipeg.

NORMANNA IMPORTING CO.—Imported Canned Goods.
C. B. Hart, Reg., Montreal.

NATIONAL ESSENCE FOR COFFEE CO., Philadelphia, Pa.
Tees & Persse, Winnipeg.

NATIONAL WOODENWARE CO., St. Thomas—Clothes Pins.
Donald H. Bain Co., Winnipeg.

NEWHALL, H. M., & CO., San Francisco
Tapioca, Sago.
Donald H. Bain Co., Winnipeg.

NIAGARA FALLS PICKLE CO.—Pickles.
C. B. Hart, Reg., Montreal.

NEW YORK & BORDEAUX TRADING CO.
Imported Canned Goods.
C. B. Hart, Reg., Montreal.
W. L. Mackenzie & Co., Ltd., Winnipeg.

NIGGERHEAD SHRIMPS & COVE OYSTERS.
G. B. Thompson & Co., Winnipeg.

NOBILITY CHOCOLATES.
Maclure & Langley, Ltd., Toronto.

NATIONAL LICORICE CO.
Wm. H. Dunn, Limited.
Mason & Hickey, Winnipeg.

PETER MacNUTT & SON, Malpeque, P.E.I.—Canned Chicken and Lobsters.
F. D. Cockburn, Winnipeg.

NICHOLSON & BROCK, Toronto—Bird Seed.
Mason & Hickey, Winnipeg.

O

OLIVE BUTTER.
W. G. Patrick & Co., Ltd., Toronto.

OLIVE OIL (French), "La Perle" Brand.
W. G. Patrick & Co., Ltd., Toronto.

OLIVIER'S O. K. TOFFY.
The Robt. Gillespie Co., Winnipeg.

OSHAWA CANNING CO., Oshawa.
W. L. Mackenzie & Co., Ltd., Winnipeg.

O'LEARY & LEE—Canned Lobsters.
C. B. Hart, Reg., Montreal.

P

PURE GOLD MFG. CO.
Wm. H. Dunn, Ltd., Montreal.

PRYTZ & CO., Alicante, Spain—Shelled Almonds.
Scott-Bathgate & Co., Ltd., Winnipeg.

PATERSON, SIMONS & CO., Singapore—
Tapioca, Sago, Pepper, Nutmegs, Pineapples.
Scott-Bathgate & Co., Ltd., Winnipeg.

PLANTERS NUT & CHOCOLATE CO., Suffolk, Va.—Peanuts, etc.
Scott-Bathgate & Co., Ltd., Winnipeg.

PAN CONFECTION FACTORY, Chicago, Ill.—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

POSTUM CEREAL CO., LTD.
W. H. Dunn, Ltd., Montreal.

PARIS PATE.
Maclure & Langley, Ltd., Toronto.

PEANUT BUTTER.
W. G. Patrick & Co., Ltd., Toronto.

PINEAPPLE (Pono Sliced).
W. G. Patrick & Co., Ltd., Toronto.

PICKLES, H.P.
W. G. Patrick & Co., Ltd., Toronto.

PURINA WHOLE WHEAT FLOUR.
H. D. Marshall, Montreal.

PURINA FEEDS.
H. D. Marshall, Montreal.

PLANTERS' NUT & CHOCOLATE CO.—Peanuts.
G. B. Thompson & Co., Winnipeg.

PLYMOUTH MILLING CO.—Cornmeal, Rye Flour.
G. B. Thompson & Co., Winnipeg.

POTOMAC POULTRY FOOD CO.—Oyster Shells.
G. B. Thompson & Co., Winnipeg.

PHOENIX PACKING CO.—Raisins, Dried Fruits.
G. B. Thompson & Co., Winnipeg.

PROCTOR & GAMBLE CO.—Crisco, Soaps, etc.
Mason & Hickey, Winnipeg.

PUGSLEY, DINGMAN & CO.—Comfort Soap, Ammonia Powder, Kleano Soap, Dingman's Ideal Blue, etc.
F. D. Cockburn, Winnipeg.

PHEZ LOGANBERRY JUICE.
Donald H. Bain Co., Winnipeg (Wes. Canada).
Rose & Laflamme, Ltd., Montreal (Eas. Canada).

PATERSON, R., & SONS, Glasgow.—Camp Coffee.
W. L. Mackenzie & Co., Ltd., Winnipeg.

PIONEER LIVE STOCK PRODUCTS, London, Ont.—Bird Seed, Stock Foods.
Donald H. Bain Co., Winnipeg.

POSTUM CEREALS CO., Battle Creek, Mich.—Postum, Grape Nuts, Post Toasties, etc.
Donald H. Bain Co., Winnipeg.

J. L. PRESCOTT & CO., New York—Rising Sun Stove Polish, X-Ray Polish.
Donald H. Bain Co., Winnipeg.

QUAKER OATS CO., Saskatoon—Flour, Rolled Oats, Cereals.
Donald H. Bain Co., Winnipeg.
W. F. Elliot, Fort William, Ont.

RECKITTS, LIMITED—Blue, Polishes.
Tomlinson & O'Brien, Winnipeg.

ROCHESTER CANDY WORKS, Rochester, N.Y.—Royal Dalcara Marshmallows.
F. D. Cockburn, Winnipeg.

WILLIAM ROGERS & CO., Denia, Spain—Valencia Raisins.
Mason & Hickey, Winnipeg.

ROBERTSON BROS., LTD., Toronto—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

ROBERTSON, JAS., & SONS, Paisley, Scotland—Jams and Marmalades.
C. & J. Jones, Winnipeg.

ROWNTREE CO., York, Eng.—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

ROBERTSON'S SCOTCH SHORT-BREAD.
Robt. Gillespie Co., Winnipeg.

REEDSBURG CANNING CO., Reedsburg, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.

ROMAN MEAL CO., West Toronto.
Tees & Persse, Ltd., Winnipeg.

RICE (Louisiana).
W. G. Patrick & Co., Ltd., Toronto.

RIPE OLIVES.
W. G. Patrick & Co., Ltd., Toronto.

A. RUPERT & CO., Portland, Ore.—Dried Fruits, etc.
C. & J. Jones, Winnipeg.

RALSTON WHEAT FOOD.
H. D. Marshall, Montreal.

RED WING GRAPE JUICE.
Dunn-Hortop, Limited, Toronto.

ROBIN HOOD MILLS, LIMITED.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

ROLA EGG POWDER.
Rose & Laflamme, Ltd., Montreal.

ROSE & LAFLAMME, LTD., Montreal—Grocery Sundries.
W. L. Mackenzie & Co., Ltd., Winnipeg.

ROBIN, JONES & WHITMAN, LTD., Lunenburg, N.S.—Dried Fish.
Watson & Truesdale, Winnipeg.

ROSENBERG BROS. & CO., San Francisco—Dried Fruits, Nuts.
Donald H. Bain Co., Winnipeg.
C. B. Hart, Reg., Montreal.

S

SANBACH, TINNE & CO., Liverpool, Eng.—Spices.
C. & J. Jones, Winnipeg.

SHELLED ALMONDS.
W. G. Patrick & Co., Ltd., Toronto.

ST. WILLIAMS PRESERVING CO., St. Williams, Ont.—Jams and Marmalades.
Maclure & Langley, Ltd., Toronto.
Robt. Gillespie Co., Winnipeg.

SEWARDS, LTD., Montreal—Toilet Soaps.
Robt. Gillespie Co., Winnipeg.

ST. LAWRENCE SUGAR REFINERIES, LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

ST. LAWRENCE STARCH CO., LTD., Port Credit, Ont.
Tees & Persse, Ltd., Winnipeg.

SNAP CO., LTD., Montreal.
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SMITH BROS, LTD.—Fly Catchers.
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SOUTHERN MACRARONI CO., New Orleans—Macaroni, etc.
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STANDARD IMPORTS LTD., Montreal—Twine, Hops, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.

STEVENS & CO., Vancouver—Tapioca, Sago, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.

SMITH, ED., & SON, LTD., Winona, Ont.—Jams, Jellies, Marmalades, etc.
Wm. H. Dunn, Limited, Montreal.
Watson & Truesdale, Winnipeg.

SMITH & PROCTOR, Halifax—Bluenose Butter in tins.
Watson & Truesdale, Winnipeg.

SMITH, N. & M., Halifax—Herring in Barrels, etc.
Watson & Truesdale, Winnipeg.

STERLING CHOCOLATE CO., LTD., Montreal—Turkish Delight and Marshmallows.
Watson & Truesdale, Winnipeg.

SEALY, JNO., St. John, N.B.—Salt Fish.
Donald H. Bain Co., Winnipeg.

SCHLOSS MFG. CO., San Francisco—Golden State Jars.
Donald H. Bain Co., Winnipeg.

SAUNDERS, G. E., Milton, Ont.—Honey.
Donald H. Bain Co., Winnipeg.

SARDINES (Crossed Fish, Norway and Brandad Gomes, Portuguese).
W. G. Patrick & Co., Ltd., Toronto.
Norwegian Brands: "Norse Crown," "Saga," "Oversea," "Samson," "Globe," "Duke," etc.
Stewart Menzies & Co., Toronto.

SALAD DRESSING (Yacht Club Brand).
W. G. Patrick & Co., Ltd., Toronto.

SARDINES (Norcanners).
Maclure & Langley, Ltd., Toronto.

SABATER & CO., Reus, Spain—Tarragona Almonds, Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.

SANDBACH TINNE & CO.—Nuts, etc.
West India Co., Limited, Montreal.

SANDBACH PARKER & CO.—Sugars.
West India Co., Limited, Montreal.

SEGGERMAN BROS., INC., New York—Rice.
The H. L. Perry Co., Winnipeg.

SHURLY & DERRETT, LTD., Toronto—Ropes, Twines, Clothes Lines, Tennis Nets, etc.
F. D. Cockburn, Winnipeg.

WM. SYMINGTON & CO., Market Harborough, Eng.—Custard Powder, Soups, Pea Flour.
F. D. Cockburn, Winnipeg.

SUPERIOR HONEY CO.
Robt. Gillespie Co., Winnipeg.

SUNLIT FRUIT CO.—Canned Fruits.
C. B. Hart, Reg., Montreal.

MRS. STEWART'S BLUING—Liquid Bluing.
G. B. Thompson & Co., Winnipeg.

T

TECO PANCAKE MIXTURES.
H. D. Marshall, Montreal.

TAYLOR'S PEELS.
A. P. Tippet & Co., Montreal.

JOHN TAYLOR & CO., Toronto—Taylor's Borax Soap and Soap Powder, Infant's Delight Soap, Perfume, Cologne, Toilet Water and Talcum Powder.
F. D. Cockburn, Winnipeg.

W. A. TAYLOR & CO., Winnipeg—Horse Radish, Relishes.
Mason & Hickey, Winnipeg.

THAMES CANNING CO., Thamesville, Ont.—Canned Goods.
The C. H. Grant Co., Winnipeg.

THE TURTLE MT. MILLING CO., Boissevain, Man.—Flour and Feed.
The C. H. Grant Co., Winnipeg.

TUCKETT TOBACCO CO., LTD., Hamilton, Ont.
Tees & Persse, Ltd., Winnipeg.

TRENOR & CO., Valencia, Spain—Valencia Raisins.
Scott-Bathgate Co., Ltd., Winnipeg.

MATT. THOMPSON CO., Winnipeg—Fruit Cakes.
Robt. Gillespie Co., Winnipeg.

O. & W. THUM CO., (Tanglefoot), Grand Rapids, U.S.A.
Tees & Persse, Ltd., Winnipeg.

TOFFEE (Mackintosh's).
Maclure & Langley, Ltd., Toronto.

TETLEY TEA CO.—Tea.
Tomlinson & O'Brien, Winnipeg.

THISTLE BRAND CANNED FISH.
A. P. Tippet & Co., Montreal.

THORNTON & CO., Malaga, Spain—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.

TORBITT & CASTLEMAN CO., Louisville, Ky.—Molasses and Syrup.
F. D. Cockburn, Winnipeg.

TOKSTED BURGER CO.—Imported Canned Goods
C. B. Hart, Reg., Montreal.

THOMPSON'S SALTED PEANUTS.
G. B. Thompson & Co., Winnipeg.

TOBLER'S CHOCOLATES.
Maclure & Langley, Ltd., Toronto.

U

UPTON'S JAMS (Quebec Province).
Rose & Laflamme, Ltd., Montreal.

D. URQUHART, Hensall, Ont.—White Beans.
Mason & Hickey, Winnipeg.

V

P. VENIERE, Montpellier, France—Cream of Tartar.
Scott-Bathgate Co., Ltd., Winnipeg.

W

A. W. WARD & CO., Vancouver—Canned Salmon.
C. & J. Jones, Winnipeg.

J. H. WETHEY, LTD.—Mince Meat, Jams, etc.
Mason & Hickey, Winnipeg.

J. C. WHITNEY CO., Chicago and Japan—Japan Tea.
Scott-Bathgate Co., Ltd., Winnipeg.

FRED. J. WEST, Inc., New York—Coffee.
Scott-Bathgate Co., Ltd., Winnipeg.

WESTERN SALT CO., Courtwright, Ont.
Tees & Persse, Ltd., Winnipeg.

WELSH RAREBIT ("Purity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.

WEST INDIA CO.—Molasses, Nuts, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

WENTWORTH ORCHARD CO., Hamilton—Compound Jam and Jelly Mincemeat.
The H. L. Perry Co., Winnipeg.

WHITE, WM., & SONS, Glasgow—Clay Pipes, Bathbrick.
W. L. Mackenzie & Co., Ltd., Winnipeg.

WEST, TAYLOR, BICKLE & CO., LTD., Norwich—High Class Brooms.
Watson & Truesdale, Winnipeg.

WASHBURN-CROSBY CO., Minneapolis—Cornmeal, Rye Flour.
Donald H. Bain Co., Winnipeg.

WILLIAMETTE VALLEY PRUNE ASSN., Salem, Ore.—Prunes, Dried Loganberries.
Donald H. Bain Co., Winnipeg.

WILSON, JAS., & SONS—Barley.
G. B. Thompson & Co., Winnipeg.

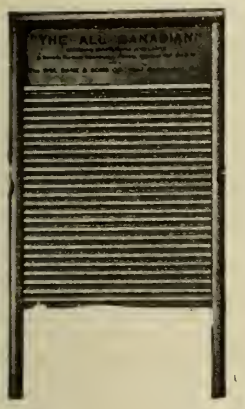
J. C. WILSON, Paper & Bag Mfrs.
W. F. Elliot, Fort William, Ont.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

HAMS

Cheaper than Bacon by ten cents a pound. How is it? Ask your customers and try our Boned Hams, Cooked Hams and Fresh Hams for Roasting.

F. W. FEARMAN CO.
LIMITED
HAMILTON

OUR LEADING LINES

COFFEES—Try our special values in Mochas, Javas, Maracibos, Rios, Santos, etc. Our Club Brand Coffees have won a reputation second to none.

SPICES—Book up now for the Xmas trade with a good stock of our high grade Prince of Wales Standard Spices. We stand behind the quality.

CORKS—We can supply your wants in all lines and sizes of corks for Bottles, Jars and Kegs.

CLUB HEALTH SALTS—A perfect pick-me-up and a sure trade-builder.

CLUB JELLY POWDERS—The jelly with the true fruit flavor, always in great demand.

Club Custard and Egg Powder

A great double value preparation. Makes the daintiest custard and completely takes the place of eggs for pies and all cake baking. YOUR customers want this. Are you displaying it?

Write for prices and large samples.

Headquarters for Icings, Extracts, Baking Powders, Cream of Tartar, Borax, Bicarbonate Soda, Etc.

S. H. EWING SONS, 98 King Street, MONTREAL

DIAMOND

CALIFORNIA WALNUT GROWERS ASSOCIATION — DIAMOND BRAND

BRAND

California Walnuts

are rich, full-meated tested nuts from California groves, which produce the best walnuts in the world.

Attractive packages containing 16 oz. net. Also sold in 100 lb. bags.

Your jobber can supply you.

Specify
DIAMOND BRAND

California Walnut Growers Association

CANADIAN AGENTS:

Arthur P. Tippet & Co., Montreal, Toronto
Jos. E. Huxley & Co. - - Winnipeg
Ariss, Campbell & Gault - Vancouver

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Branda—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 paila in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25

Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 35
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory

Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada ***Contains No Alum***

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

If any advertisement interests you, tear it out now and place with letters to be answered.

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

An Extra $5 or $10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, eacb 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, eacb 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, eacb 48 cans	5 50
St. Charles Brand, small, eacb 48 cans	2 60
Jersey Brand, small, eacb 48 cans	2 60
Peerless Brand, small, eacb 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," eacb 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.
Cambridge Sausage, 1s, $4; 2s, $7.75.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.
Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.
Ox Tongues, Glass, 1½s, $13; 2s, $15.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals. 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

Northern Ontario Trade

Apples

Nova Scotia, Wealthys, Kings, Blenheims, Ribstons, now in full swing.
Baldwins, Starks, Russets, Wagners and best winter varieties should be moving this week.
British Columbia (Boxes), McIntosh Reds and Jonathans. Fancy stock.
Washington (Boxes), Rome Beauties and Jonathans. Cars now in transit.

Crab Apples

B.C. Fancy Hyslops in Boxes.

Cranberries

Hf. Bbl. Boxes.

Sweet Potatoes

Fancy Jerseys in Hampers.

California Pears and Fancy Emperor Grapes.
Vegetables—We specialize in mixed cars for winter storage. Get our prices.

DUNCANS, LIMITED

North Bay, Sudbury, Cobalt, Timmins

EXTRA FANCY CALIFORNIA

Red Emperor Grapes
In Kegs, packed in cork sawdust.

FLORIDA GRAPE FRUIT
(All Sizes)

Cape Cod Cranberries
(Bbls. and Boxes)

Washington and Nova Scotia

APPLES

Best Varieties, Boxes and Barrels.

The House of Quality

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

QUEBEC—Continued

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Kindly Mention This Paper When Writing Advertisers

If any advertisement interests you, tear it out now and place with letters to be answered.

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now, how about you?

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

Augustins Vichy Water

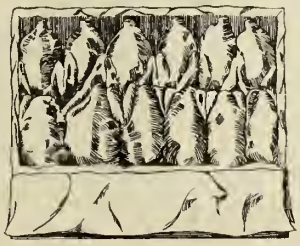
Sparkling and Effervescent

Recommended by Doctors

French Essence Co.

45 Carriere Street Montreal

AGENTS WANTED



Let us buy for you

Roasting Chickens
Boiling Chickens
Ducks
Geese
Turkeys
Fresh Eggs
Creamery Butter

Tell us over the 'phone or in a letter just what you want in Fancy Dressed Poultry, and we'll get it for you quickly. We have made a study of how, when and where to buy, and can give you prices, quality and service that you cannot obtain yourself. If you want the best Poultry at the best prices, get in touch with us. Write to-day. Ask also for quotations on Fresh Eggs and Creamery Butter.

C. A. MANN & COMPANY

PHONE 1577

78 King Street :: London, Canada

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY

Dept. S. 85 James St. N., Hamilton

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

"WHO MAKES ?"

A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of THE CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write The Canadian Grocer, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

ANTI-DUST
Sapho Mfg. Co., Montreal.

AMMONIA, LIQUID
Sapho Mfg. Co., Montreal.

AMMONIA POWDER
Bull Dog Ammonia Powder—
John B. Paine Co., Ltd., Winnipeg & Toronto.
Matchless Ammonia Powder—
Keenleyside Oil Co., London, Ont.

APPLE BARREL PADS
Thompson & Norris Co., Niagara Falls, Ont.

AUTOMOBILE POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.

BACON
Premium Bacon—
Swift Canadian Co., Toronto.
Star Brand Bacon—
F. W. Fearman Co., Hamilton.

BAGS, PAPER
Specialty Bag Co., Toronto.
Walter Woods & Co., Hamilton.

BAKED BEANS
H. J. Heinz Co., Leamington.

BAKING POWDERS
Bowes Baking Powder (bulk)—
The Bowes Co., Ltd., Toronto.
White Star Baking Powder—
Macdonald-Chapman, Ltd., Winnipeg
Royal Shield Baking Powder—
Campbell Bros. & Wilson, Winnipeg.
Royal Baking Powder Co., New York.
White Swan Spice & Cereals, Ltd., Toronto.
S. H. Ewing Sons, Montreal.

BAKING SODA
White Star Baking Soda—
Macdonald-Chapman, Ltd., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.

BARLEYS
Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.
Morrow & Co., Toronto.

BARRELLED PORK AND BEEF
Swift's Barrelled Pork and Beef—
Swift Canadian Company, Toronto.

BOND CROWN CORKS
S. H. Ewing Sons, Montreal.

BARREL COVERS
The E. B. Eddy Co., Hull, Canada.

BASKETS
Walter Woods & Co., Hamilton.

BEEFSTEAK AND ONIONS
Clark's Beefsteak and Onions
W. Clark, Limited, Montreal.

BEEF LOAF
W. Clark, Limited, Montreal.
F. W. Fearman Co., Ltd., Hamilton.

BISCUITS
Charbonneau, Ltd., Montreal.
McCormick's Biscuits
McCormick Mfg. Co., London, Ont.

BI-CARB-SODA
White Swan Spices & Cereals, Ltd., Toronto.

BLEACHING POWDER
Windsor Brand Bleaching Powder—
Canadian Salt Co., Windsor, Ont.
Sapho Mfg. Co., Montreal.

BLUE
Keens & Colmans Blue.
Magor, Son & Co., Montreal.
Ocean Blue—
Hargreaves (Canada) Ltd., Toronto.
Bull Dog Blue—
John B. Paine Co., Ltd., Winnipeg & Toronto

BLUEBERRIES
Shaw & Ellis, Pocologan, N.B.

BLUEING, LIQUID
John B. Paine Co., Ltd., Winnipeg & Toronto.

BOOK COVERS
The E. B. Eddy Co., Hull, Canada.

BONELESS CHICKEN
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.

BONELESS AND PREPARED FISH
D. Hatton Co., Montreal.

BORAX
White Star Borax—
Macdonald-Chanman, Ltd., Winnipeg.
Royal Shield Borax—
Campbell Bros. & Wilson, Winnipeg.
S. H. Ewing Sons, Montreal.
White Swan Spices & Cereals, Ltd., Toronto.

BOX STRAPPINGS
J. E. Beauchamp & Co., Montreal.

BRASS POLISH
Sapho Mfg. Co., Montreal.

BREAD PLATES
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.

BREAKFAST FOODS
Morrow's Rolled Wheat
Morrow's Rolled Oats—
Morrow & Co., Toronto.
Kellogg's Toasted Corn Flakes—
Battle Creek Toasted Corn Flake Co., London.
Pettijohn's Breakfast Food
Quaker Cracked Wheat
Quaker Farina
Quaker Oats
Quaker Puffed Rice
Quaker Toasted Corn Flakes
Tillson's Oats
Victor Rolled Wheat—
Quaker Ots Co., Peterborough, Ont.
Krumbles and Dominion Corn Flakes—
W. K. Kellogg Cereal Co., Toronto.
Shredded Wheat Biscuit
Shredded Wheat Triscuit—
Can. Shredded Wheat Co., Niagara Falls, Ont.
Ralston Wheat Food—
Chisholm Milling Co., Toronto.
Purity Rolled Oats—
Western Canada Flour Mills Co., Ltd., Toronto

BROOMS
Keystone Brand Brooms
Nugget Brand Brooms
Jubilee Brooms
Metal Cased Brooms
Stevens-Hepner Co., Port Elgin, Ont.
Primus Brand Corn Brooms—
L. Chaput Fils & Cie., Montreal.
Tiger Brand Brooms—
Walter Woods & Co., Hamilton, Ont.
Megantic Broom Co., Lake Megantic, Que.

BRUSHES
Keystone Brand Brushes—
Stevens-Hepner Co., Port Elgin, Ont.
Walter Woods & Co., Hamilton.

BUCKWHEAT FLOUR
Morrow & Co., Toronto.

BUCKWHEAT GRITS
Morrow & Co., Toronto.

BUTTER
Bowes Butter—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Brookfield Creamery Butter—
Swift Canadian Co., Toronto.
Blue Nose Table Butter—
Smith & Proctor, Halifax, N.S.

BUTTER MOULDS
Cane's Acme Butter Moulds—
Wm. Cane, Sons & Co., Newmarket, Ont.

BUTTER WRAPS
Walter Woods & Co., Hamilton.

BUTTER CROCKS
Toronto Pottery Co., Ltd., Toronto.

CANS, TIN
A. R. Whittal Can Co., Montreal.

CAKES IN PACKAGES
C. J. Bodley, Toronto.
Stuart Co., Ltd., Montreal, Que.

CAKE ICINGS
White Swan Cake Icing—
White Swan Spices & Cereals, Ltd., Toronto.

CANDY
Robert Gillespie & Co., Winnipeg.
Stuart Co., Ltd., Montreal, Que.
Charbonneau, Ltd., Montreal.

CANNED FISH
Brunswick Brand Clams.
Brunswick Brand Finnan Haddies
Brunswick Brand Kippered Herring
Brunswick Brand Herring in Tomato Sauce
Brunswick Brand Oil Sardines—
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.
G. A. Shand, Lockeport, N.S.

CANNED LOBSTERS
Connors Bros., Ltd., Black's Harbor, N.B.

CANNED FRUITS
Dominion Canners, Hamilton, Ont.
Primus Brand Canned Fruits—
L. Chaput Fils & Cie., Montreal.
E. D. Smith & Son, Ltd., Winona.

CANNED MEATS
Societe S.P.A., Montreal.

CANNED SALMON
B. C. Packers' Ass'n, Vancouver.
Primus Brand Canned Salmon—
L. Chaput Fils & Cie., Montreal.

CANNED VEGETABLES
E. D. Smith & Son, Ltd., Winona, Ont.
Primus Brand Canned Vegetables—
L. Chaput Fils & Cie., Montreal.

CARAMELS
Stuart Co., Ltd., Montreal, Que.

CARTON FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASE FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASINGS
Swift Canadian Company, Toronto.

CASCO POTATO FLOUR
Canada Starch Co., Ltd., Montreal.

CAUSTIC SODA
Windsor Brand Caustic Soda—
Canada Salt Co., Windsor, Ont.

CATTLE FEEDS
Chisholm Milling Co., Ltd., Toronto.

CATSUP
H. J. Heinz Co., Leamington.
Canada Brand Catsup.
Sterling Brand Catsup
Special Catsup—
T. A. Lytle Co., Toronto.
E. D. S. Catsup—
E. D. Smith & Son, Winona, Ont.
Clark's Tomato Ketchup—
W. Clark, Limited, Montreal.
Taylor & Pringle Co., Ltd. Owen Sound.

CELULAR CASES
Thompson & Norris Co., Niagara Falls, Ont.

CELERY PEPPER
S. H. Ewing Sons, Montreal.

CEREALS
Biscuit Flour
Buckwheat Flour
Diet Flour
Health Flour
King's Food
Pancake Flour
Wheat Flakes
Wheat Kernels—
White Swan Spices & Cereal Co., Toronto.
Chisholm Milling Co., Toronto.
Battle Creek Toasted Corn Flake Co., London.
Quaker Oats Co., Peterborough and Saskatoon.
Western Canada Flour Mills, Winnipeg and Toronto.

CIGARS
Pathfinder—
Harper-Presnail Co., Hamilton, Ont.
Lord Tennyson
Grand Master
Promoter
Perfection
Davis' Panetelas
Nobleman
La Plaza
Boite Nature, Coronas
Boite Nature, Invincibles
Mauricio—
S. Davis & Sons, Montreal.

CHEESE
F. W. Fearman Co., Ltd., Hamilton.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.

CHICKEN SOUPS
Chateau Brand Chicken Soup
Chateau Brand Chicken Soup Assorted—
W. Clark, Limited, Montreal.

CHEWING GUM
Canadian Chicle Co., Peterborough.
O-Pee-Chee Gum Co., London, Ont.

CHILI SAUCE
H. J. Heinz Co., Leamington.

CHOCOLATE
The Stuart Co., Ltd., Montreal.
Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate—
Walter Baker & Co., Montreal.
Cowan Co., Toronto.

CHOCOLATTA
Nutrient Food Co., Toronto.

CHOCOLATES
Moir's XXX Chocolates—
Moir's, Limited, Halifax, N.S.
Charbonneau, Ltd., Montreal.

CHRISTMAS PUDDING
Stuart Co., Ltd., Montreal, Que.

Do you need supplies of Fish and Fruit? We supply the kind that sells

FRUITS

Don't take needless chances on the prompt delivery of your goods. Deal with the house that's all ready to give you prompt, satisfactory shipments. You'll find our lines particularly customer-pleasing. We supply the very best obtainable. Here's a partial list:

GRAPE FRUIT — **Florida and Jamaica.**
ORANGES—**Valencia and Jamaica.**
CRANBERRIES—**Cape Cod, Early Black and Late Varieties.**
APPLES—**Kings, Gravensteins and Boxed Apples.**
LEMONS — **Verdillis, New Messinas and Californias.**
BANANAS—
GRAPES—**California Emperors in Kegs, also Malagas.**

Local Fruits, Celery, Onions, and a splendid variety of Nuts, Dates and Figs.

Send in your orders now.

FISH

You'll find it good business to feature fish just now. The Food Controller will help you sell. The demand is growing, and every good grocer should profit by it.

We can supply you with an excellent grade of fish.

Here are a few of the lines we offer:

SMOKED FISH: **Finnan Haddie, Chicken Haddie, Fillets, Kippers and Bloaters, Boneless Digbys.**

FRESH CAUGHT VARIETIES: **Halibut, Steak Cod, Market Cod, Haddock, Trout, White Fish, Lake Herring.**

FANCY FROZEN VARIETIES: **Halibut, Chinook Salmon, Cohoe, Qualla, Mackerel, Sea Herring, White Fish, Steak Cod, Market Cod and Haddock.**

SALT AND PICKLED FISH.

LONG ISLAND NATIVE OYSTERS.

Order early. These lines are the kind that will sell.

When you sell White & Co's Fish and Fruits your most particular customer will be satisfied.

WHITE & COMPANY, LIMITED

Coroner Church and Front Streets

TORONTO, ONTARIO

Branch at Hamilton

PHONE: Fruit Dept. Main 6565

PHONE Fish Dept. Main 6567

Weekly Price List mailed regularly to any responsible dealer.

If any advertisement interests you, tear it out now and place with letters to be answered.

CHOCOLATES, MILITARY
Robert Gillespie & Co., Winnipeg.
CIDER
Taylor-Pringle Co., Ltd., Owen Sound.
CIGARETTES
Player's Navy Cut Cigarettes
Richmond Straight Cut Cigarettes
Gold Crest Cigarettes
Mogul Cigarettes
Murad Cigarettes
Pall Mall Cigarettes—
Imperial Tobacco Co., Montreal.
CLAMS
Indian Chief Brand—
Shaw & Ellis, Pocologan, N.B.
CHEMICAL WARE
Toronto Pottery Co., Ltd., Toronto.
CLEANSERS
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
Maple Leaf Dirt Cleanser—
B. & L. Mfg. Co., Sherbrooke.
Panshine Kitchen Magic Cleanser—
Lever Brothers, Limited, Toronto.
CHLORIDE OF LIME
John B. Paine Co., Ltd., Winnipeg & Toronto.
CLOSET CLEANSER
Sani-Flush Closet Cleaner—
Hygienic Products Co., Canton, Ohio.
CLOTHES LINE PULLEYS
Megantic Broom Mfg. Co., Lake Megantic, Que.
CLOTHES PINS
Cane's First Quality Clothes Pins—
Wm. Cane, Sons & Co., Newmarket, Ont.
Megantic Broom Co., Lake Megantic, Que.
COCOAS
Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar—
Borden Milk Co., Montreal.
Perfection Cocoa—
Cowan Co., Toronto.
COFFEES
S. H. Ewing Sons, Montreal.
White Star Coffee—
Macdonald-Chapman, Ltd., Winnipeg.
Granger & Co., Buffalo, N.Y.
Thistle Brand
Boquet Brand—
Kearney Bros., Montreal.
Royal Shield Coffee
Campbell Bros. & Wilson, Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.
COFFEE, CONDENSED
Borden's Condensed Coffee
Borden's with milk and sugar—
Borden Milk Co., Montreal.
St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.
COFFEE, REFINED
G. Washington's Refined Coffee—
G. Washington Sales Co., New York.
CLAMS, CANNED
Indian Chief Brand—
Shaw & Ellis, Pocologan, N.B.
COCOANUT
White Star Unsweetened Cocoanut—
Macdonald-Chapman, Ltd., Winnipeg.
COCOANUT, BULK OR PACKAGES
E. B. Thompson, Toronto.
COLLAPSIBLE TUBES
Betts & Co., Ltd., London, Eng.
CONDENSED MILK
Canadian Milk Products Co., Toronto.
Banner Condensed Milk
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.
CONDIMENTS
H. J. Heinz Co., Leamington.
CONFECTIONERY
Charbonneau, Ltd., Montreal.
Robt. Gillespie & Co., Winnipeg.
Moirs Limited, Halifax, N.S.
McCormick Biscuit Co., London, Ont.
Tomlinson & O'Brien, Winnipeg.
CONFECTIONERS' SUPPLIES
Borden Milk Co., Montreal.
COOKED MEATS
Harris Abattoir Co., West Toronto.
Swift Canadian Company, Toronto.
CORKS
S. H. Ewing Sons, Montreal.
CORNED BEEF
Clark's Corned Beef—
W. Clark Limited, Montreal.
CORN FLAKES
Battle Creek Toasted Corn Flake Co., London.
Kellogg Cereal Co., Toronto.
Quaker Oats Co., Peterboro.
CORN MEAL
Buckeye Pure Gold Cornmeal.
Quaker Best Yellow Cornmeal—
Quaker Oats Co., Peterborough, Ont.
Morrow & Co., Toronto.
CORN SYRUP
Edwardsburg—
Canada Starch Co., Montreal.

CORRUGATED BOTTLE WRAPPERS
Thompson & Norris Co., Niagara Falls.
CORRUGATED PAPER (Rolls)
Thompson & Norris Co., Niagara Falls.
CORRUGATED BOARD (Sheets)
Thompson & Norris Co., Niagara Falls.
CORRUGATED FLATS
Trent Mfg. Co., Ltd., Trenton.
CREAM OF TARTAR
White Star Cream of Tartar—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Cream of Tartar—
Campbell Bros. & Wilson, Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.
S. H Ewing Sons, Montreal
CREAM OF TARTAR (Substitutes).
S. H. Ewing Sons, Montreal.
CUSPIDORS
The E. B. Eddy Co., Hull, Canada.
CUSHION FILLERS
Trent Mfg. Co., Ltd., Trenton.
CROCKERY
Toronto Pottery Co., Ltd., Toronto.
CURRANTS
Royal Shield Cleaned Currants—
Campbell Bros., & Wilson, Winnipeg.
CUSTARD POWDER
S. H. Ewing, Montreal.
Sutcliffe & Bingham Co.
Maclure & Langley, Toronto.
DEVILLED TONGUE
Societe S.P.A., Montreal.
DISINFECTANTS
Sapho Mfg. Co., Montreal.
DISTILLED WATER
E. L. Drewry, Ltd., Winnipeg.
DOG FOODS
Spratt's Dog Cakes
Spratt's Puppy Biscuits—
Spratt's Patent Ltd., London, Eng.
DRESSED HOGS
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.
DRUG SUNDRIES
S. H. Ewing Sons, Montreal.
DRY SALTED MEATS
Swift Canadian Co., Ltd., Toronto
DUSTERS
O-Cedar Dusters—
Channell Chemical Co., Toronto.
DUSTING CLOTHS
O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.
DUSTING MOPS
O-Cedar Dusting Mops—
Channell Chemical Co., Toronto.
DYES
Sunset Soap Dye.
Sunset Soap Dye Co., care Harold F. Ritchie Co., Toronto.
EARTHENWARE
Toronto Pottery Co., Ltd., Toronto
EGGS
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Harris Abattoir Co., Toronto.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.
EGG CARRIERS
Walter Woods & Co., Hamilton.
Star Egg Carrier and Tray Mfg. Co., Rochester, N.Y.
EGG CRATES
Cane's Egg Crates—
Wm. Cane, Sons & Co., Newmarket, Ont.
EPSOM SALTS
Royal Shield Epsom Salts—
Campbell Bros. & Wilson, Winnipeg.
ENGLISH BRAWN
W. Clark Limited, Montreal.
ESSENTIAL OILS
E. B. Thompson, Toronto.
EVAPORATED MILK
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
St. George Evaported Milk—
Malcolm Condensing Co., St. George, Ont.
EGG POWDER
S. H. Ewing Sons, Montreal.
EXTRACTS
Bowes Extracts (bulk)—
The Bowes Co., Ltd., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriff's Flavoring Extracts—
Imperial Extract Co., Toronto.
Sterling Brand Flavoring Extracts—
T. A. Lytle Co., Toronto.
White Star Extracts—
Macdonald-Chapman, Ltd., Winnipeg.
British Extract
Royal Shield Extracts—
Campbell Bros. & Wilson, Winnipeg.
Sherer-Gillett Co., Guelph, Ont.
E. B. Thompson, Toronto.
White Swan Spices & Cereals, Ltd., Toronto.
Pure Gold, Mfg. Co., Toronto.
S. H. Ewing Sons, Montreal.
FANCY MEATS
Swift's Fancy Meats—
Swift Canadian Co., Toronto.

FEED
Banner Feed
Schumacher's Stock Feed.
Victor Feed—
Quaker Oats Co., Peterborough, Ont.
FIRE BRICK
Toronto Pottery Co., Ltd., Toronto.
FISH, FRESH, FROZEN, ETC.
J. Bowman & Co., Toronto.
D. Hatton Co., Montreal.
Swift Canadian Co., Toronto.
White & Co., Toronto.
FLOOR POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.
FLOOR OIL
Sapho Mfg. Co., Montreal.
FLOOR WAX
Linoleo Floor Wax—
Hargreaves (Canada) Limited. Toronto.
FLOUR
Five Roses Flour—
Lake of the Woods Milling Co., Montreal.
Purity Flour—
Western Canada Flour Mills Co., Ltd., Head Office, Toronto.
Purina Whole Wheat Flour—
Chisholm Milling Co., Toronto.
McLeod's Special Flour
Our Chief Flour—
McLeod Milling Co., Stratford, Ont.
Morrow's Graham Flour—
Morrow & Co., Toronto.
Quaker Graham Flour
Quaker Manitoba Patent Flour—
Quaker Oats So., Peterborough, Ont.
Victor Choice Blend Flour.
FLOUR SACKS
Eddy's Flour Sacks.
The E. B. Eddy Co., Hull, Canada.
FLOWER POTS
Toronto Pottery Co., Ltd., Toronto.
FOOD PRODUCTS
H. J. Heinz Co., Leamington.
FLUID BEEF CORDIAL
Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.
FOLDING FREIGHT BOXES (Corrugated)
Thompson & Norris Co., Niagara Falls, Ont.
FRENCH MUSTARD
S. H. Ewing Sons, Montreal.
FRUITS (Fresh)
Duncan's, Limited, North Bay, Ont.
Lemon Bros., Owen Sound, Ont.
White & Co., Toronto.
Hugh Walker & Son, Guelph.
FRUIT CAKES
The Stuart Co., Ltd., Montreal, Que.
FRUIT CORDIALS
Lime Fruit Cordial—
T. A. Lytle Co., Ltd., Toronto.
FROZEN FISH
Hatton Co., Montreal.
FURNITURE POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.
GELATINE
F. S. Jarvis & Co., Toronto.
Knox Sparkling Gelatine, No. 1
Knox Acidulated Gelatine, No. 3—
Charles B. Knox Gelatine Co., Inc., Johnstown, N.Y.
Campbell Bros. & Wilson, Winnipeg.
GRAIN PRODUCTS
Battle Creek Toasted Corn Flakes Co., London.
GRAIN DEALERS
Chisholm Milling Co., Ltd., Toronto.
GRAPE JUICE
Barnes Grape Juice—
Ontario Grape Growing & Wine Mfg. Co., St. Catharines.
E. D. S. Grape Juice—
E. D. Smith & Son, Winona, Ont.
Marsh Grape Juice Co., Niagara Falls.
Niagara Wine Co., Niagara Falls, Ont.
Welch Grape Juice—
The Welch Co., St. Catharines, Ont.
GROCERY BAGS
The E. B. Eddy Co., Hull, Canada.
Specialty Bag Co., Toronto.
GUM
Stuart Co., Ltd., Montreal, Que.
O-Pee-Chee Gum Co., London.
A.B.C. Gum—
Canadian Chicle Co., Peterborough.
HAMS
Harris Abattoir Co., Toronto.
Premium Hams—
Swift Canadian Company, Toronto.
Star Brand Hams—
F. W. Fearman Co., Hamilton, Ont.
HERBS
Royal Shield Herbs—
Campbell Bros. & Wilson, Winnipeg.
S. H. Ewing Sons, Montreal, Que.
White Star Herbs—
Macdonald-Chapman, Ltd., Winnipeg.
HAND CLEANER
Sapho Mfg. Co., Montreal.
French Soap Co., Montreal.
White Swan Spice & Cereal, Ltd., Toronto.

Morrow & Company

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39 Front St. E. TORONTO

MONTREAL OFFICE: 209 ST. NICHOLAS BLDG.

ROLLED OATS	CORNMEAL
OATMEALS	HOMINY
ROLLED WHEAT	SOUP PEAS
SPLIT PEAS	LINSEED MEAL
POT BARLEY	FLAXSEED
PEARL BARLEY	OIL CAKE
WHEATLETS	LIMA BEANS
GRAHAM FLOUR	CANADIAN BEANS
BUCKWHEAT FLOUR	RANGOON BEANS
BUCKWHEAT GRITS	BLACK EYE BEANS

CANADIAN AGENTS

H. & L. BRAND PACKAGE GREEN PEAS

TORONTO AGENTS

LIBBY, McNEILL & LIBBY

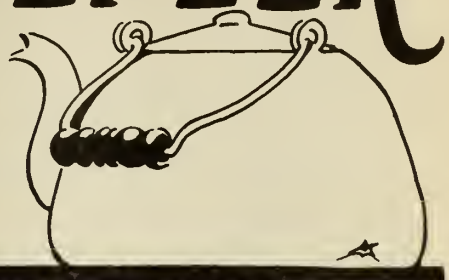
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

We are offering the best value in Rice on the Canadian market to-day.

VOLPEEK

WILL STOP THE LEAK



VOLPEEK is the most practical and economical method on the market to-day for mending holes in all kinds of pots and pans, graniteware, aluminum, tinware, etc., etc.

It is like a stiff putty. Easily applied with the fingers. Requires no tools. Repairs the article quickly, neatly, permanently, and is sanitary, as food cannot lodge under mend. Costs only ½c for each mend.

There is a good market in your town for VOLPEER, One of our attractive 3-color stands on your counter will yield you an extra profit each month that you have not been getting in the past. Take advantage of this to-day.

Price of Display Stand containing 44 packages $3.60—Retails for $6.00.

Display Stand containing 1 dozen packages cost $1.20.

Send your order to-day to your wholesaler or direct to us.

VOLPEEK MANUFACTURING COMPANY

P.O. BOX 2024 - Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

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Connors Bros., Ltd., Black's Harbor, N.B.
HEALTH SALTS
S. H. Ewing Sons, Montreal, Que.
Sutcliffe & Bingham, c/o Maclure & Langley, Toronto.
Harry Horne Co., Toronto.
HOMINY
Chisholm Milling Co., Toronto.
Morrow & Co., Toronto.
Quaker Granulated Hominy
Quaker Pearl Hominy
Quaker Oats Co., Peterborough, Ont.
HONEY
White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes Pure Honey
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
HORSE RADISH
H. J. Heinz Co., Leamington.
Lytle's Horse Radish—
T. A. Lytle Co., Toronto.
HOPS
Dole Bros. Hops & Malt Co., Boston, Mass.
Hop Malt Co., Beamsville, Ont.
ICE CREAM POWDER
Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.
ICINGS
S. H. Ewing Sons, Montreal, Que.
Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.
ICING SUGAR
White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.
INFANTS' FOOD
Borden's Eagle Brand Condensed Milk
Borden Milk Co,. Montreal.
Robinson's Barley and Groats—
Magor, Son & Co., Montreal.
INSECT POWDER
Keating's Insect Powder—
Thomas Keating, London, Eng.
Sapho Mfg. Co., Montreal.
IRISH STEW
W. Clark, Limited, Montreal
IRON BOARDS
Megantic Broom Mfg. Co., Lake Megantic, Que.
JAMS
Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
J. H. Wethey, Ltd., St. Catharines, Ont.
JELLIES
Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.
JELLY POWDERS
S. H. Ewing Sons, Montreal, Que.
Shirriff Jelly Powder—
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.
JUGS
Toronto Pottery Co., Ltd., Toronto.
KIPPERS
Niobe Brand Kippers—
D. Hatton Co., Montreal.
KETCHUP
H. J. Heinz Co., Leamington.
KNIFE POLISH
Oakey's Wellington Knife Polish—
John Oakey & Sons, Ltd., London, Eng.
KRAFT BAGS
The E. B. Eddy Co., Hull, Can.
KISSES
Charbonneau, Ltd., Montreal.
LARD
Harris Abattoir Co., Toronto.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.
LAUNDRY SODA
Swift's Laundry Soda—
Swift Canadian Company, Toronto.
LEAD PENCILS
Wm. Cane & Sons Co., Newmarket, Ont.
LEMONADE
Bowes Lemonade—
The Bowes Co., Ltd., Toronto.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.
LICORICE
National Licorice Co., Montreal.
LIQUID VENEER, POLISH
Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.
LIME JUICE
E. L. Drewry, Ltd., Winnipeg.
Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.
LOBSTERS
Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.
D. Hatton Co., Montreal.
LUNCH BEEF
Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.
LUNCH TONGUE
Clark's Lunch Tongue—
W. Clark, Limited, Montreal.
LUNCH AND OUTING SETS
Interlake Tissue Mills, Toronto.
LYE
Comfort Soap Co., Toronto.
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.
MACARONI
Catelli's Milk Macaroni
Catelli's Spinelli Brand Macaroni
Catelli's L'Etoile Brand Macaroni
The C. H. Catelli Co., Ltd., Montreal.
Excelsior Macaroni—
Excelsior Macaroni Products Co., Winnipeg.
MAILING ENVELOPES
Thompson & Norris Co., Niagara Falls, Ont.
MALTED MILK
Borden's Malted Milk—
Borden Milk Co., Montreal.
MALTUM
E. L. Drewry, Ltd., Winnipeg.
MAPLE SUGAR
Canada Maple Exchange, Montreal.
Smalls Limited, Montreal.
MAPLE SYRUP
Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.
Canada Maple Exchange, Montreal.
Smalls Limited, Montreal.
MAPLE CREAM BUTTER
Charbonneau, Ltd., Montreal.
MARASCHINO CHERRIES
Shirriff Maraschino Cherries—
Imperial Extract Co., Toronto.
MARMALADE
Aylmer Pure Orange Marmalade
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Orange Marmalade
T. A. Lytle Co., Toronto.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.
MATCHES
Eddy's Matches (all kinds)
The E. B. Eddy Co., Limited, Hull, Que.
MEAT SKEWERS
The Wm. Cane & Sons Co., Newmarket, Ont.
METAL CAPS
Anchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.
METAL BOTTLE CAPSULES
Betts & Company, Limited, London, Eng.
METAL POLISH
Bull Dog Metal Polish—
John B. Paine Co., Ltd., Toronto.
Glosso Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.
MILK, POWDERED
Canadian Milk Products Co., Toronto.
MILK PRODUCTS
Borden Milk Products—
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.
MINTEES, WINTEES, CINTEES (Confections)
O-Pee-Chee Gum Co., London, Ont.
MINCE MEAT
Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Swift Canadian Co., Ltd., Toronto.
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
E. B. Thompson, Toronto.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines.
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.
MINT SAUCE
Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.
Royal Mint Sauce—
Horton-Cato Co., Windsor, Ont.
MOLASSES
Da Costa & Co., Barbados, B.W.I.
West India Co., Ltd., Montreal.
Leacock & Co., Barbados, B.W.I.
MOPS
Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.
MOTH BALLS
Sapho Mfg. Co., Montreal.
MUSTARD
H. J. Heinz Co., Leamington.
Lytle's Prepared Mustard—
T. A. Lytle Co., Toronto.
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto.
MUSTARD SEED.
Bayle Food Product Co., St. Louis.
NUTS
Stuart Co., Ltd., Montreal, Que.
NUT BAR
Stuart Co., Ltd., Montreal, Que.
OATMEAL
Chisholm Milling Co., Toronto.
Morrow & Co., Toronto.
OLIVES
H. J. Heinz Co., Leamington.
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
Swift Canadian Co., Ltd., Toronto.
ONIONS, PICKLED
Sterling Brand Onions—
Sterling Brand Sweet Onions
T. A. Lytle Co., Toronto.
ORANGEADE
Bowes Orangeade—
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.
OX TONGUE
W. Clark, Limited, Montreal.
OYSTERS
Coast Sealed Oysters—
Sealshipt Oysters—
Connecticut Oyster Co., Toronto.
J. Bowman & Co., Toronto.
D. Hatton Co., Montreal.
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OYSTER CONTAINERS, ETC.
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Thompson & Norris Co., Niagara Falls.
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PARIS PATE
Societe S. P. A., Montreal.
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Bayle Food Product Co., St. Louis.
Bowes Peanut Butter—
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Clark's Peanut Butter—
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Sterling Brand O-Eat-A Pickles—
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Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.
Channell Chemical Co., Toronto.
POLISH MOPS
O-Cedar Polish Mop—
Channel Chemical Co., Toronto.
POPPING CORN
Krackley-Nut Pop Corn—
O-Pee-Chee Gum Co., London, Ont.
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The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
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Swift's Pork Cuts—
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Toronto Pottery Co., Ltd., Toronto.
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Century Table Salt—
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Comfort Soap—
Comfort Soap Co., Toronto.
Surprise Soap—
St. Croix Soap Mfg. Co., St. Croix, N.B.
Swift's Laundry Soap
Swift's Toilet Soap—
Swift's Canadian Co., Toronto.
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Shamrock Liquid Soap—
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Sapho Mfg. Co., Montreal.
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Crystal Soap Chips—
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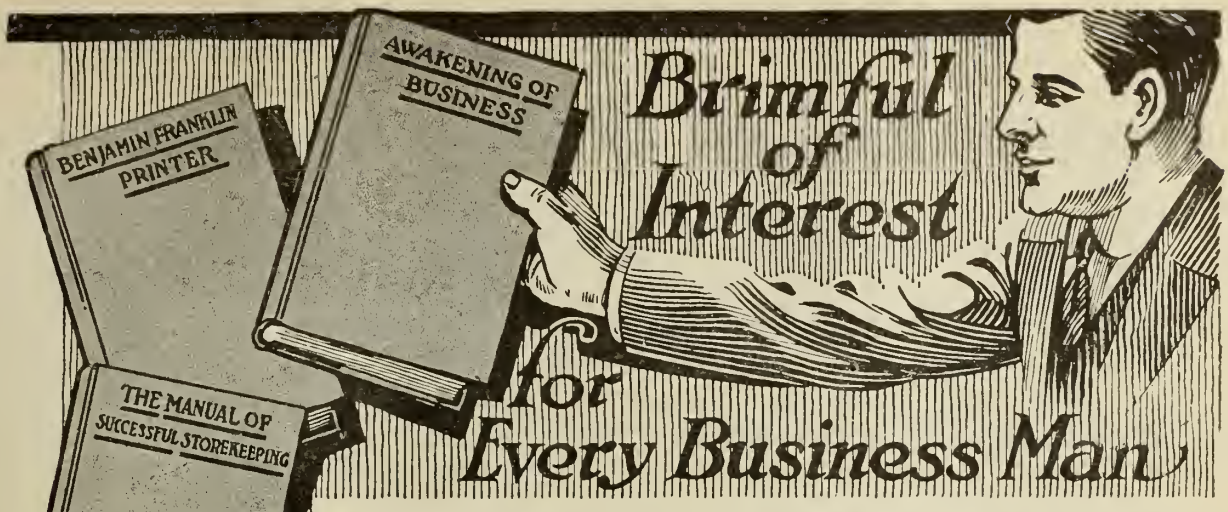

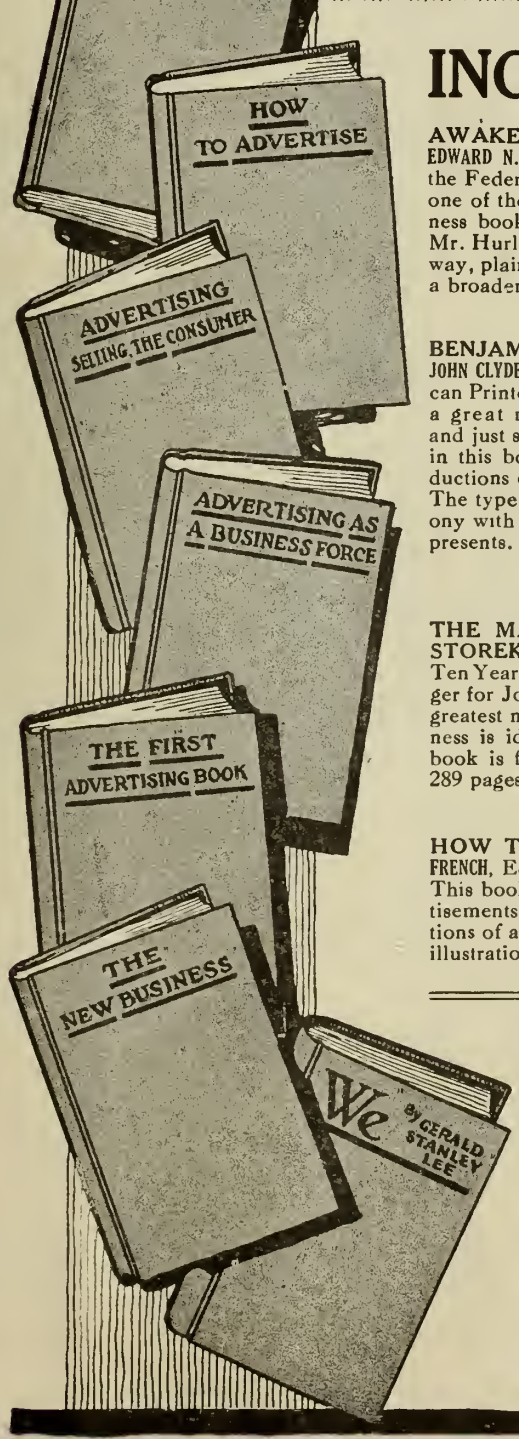

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- ☐ How to Advertise ($2.00)
- ☐ The First Advertising Book ($2.00)
- ☐ Benjamin Franklin, Printer ($2.00)
- ☐ Advertising, Selling the Consumer ($2.00)
- ☐ The New Business ($2.00)
- ☐ Manual of Successful Storekeeping ($3.00)
- ☐ Advertising as a Business Force ($2.00)
- ☐ We ($1.50)

NAME_____ STREET_____

Firm or Reference_____ CITY_____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of $1.00 will be allowed.

Higher Freight Rates Necessary

AS the result of an interview with A. W. Smithers, Chairman of the Grand Trunk Railway System, The Financial Post printed a strong and interesting article, presenting arguments to show the imperative need of Canadian railways, and the Grand Trunk particularly, for an increase in freight rates, if higher efficiency is to be maintained and if they are to play an effective part in the movement of all manufactured and agricultural products. Mr. Smithers criticizes the Railway Commission for its lack of action in no uncertain language. Further, he says that not only are the railways threatened, but conditions are being created which will be very discouraging to that supply of foreign capital which Canada may need to continue her development after the war. The Financial Post draws the conclusion that in view of the attitude taken, the Railway Commission lays itself open to the charge of intentionally allowing the Grand Trunk to get into difficulties in order that it may be added to the Government railway systems at a price below its market value. This is the only interview of any account given by Mr. Smithers to Canadian newspapers.

What Toronto Has Lost Through Criticism.

Presenting a new and interesting view of the effect of a critical attitude in discouraging industrial developments. The attitude towards big enterprises in Toronto is contrasted with that in Montreal, and instances are given to show how the Queen City has lost a number of very important industries to other cities.

World's Trade for Paper Mills.

Through the Canadian Export Paper Company, which was formed by some of the Canadian book manufacturers, it is hoped to develop a world market for Canadian pulp and paper. G. F. Steele, the general manager of the company, informs THE FINANCIAL POST that it is planned to extend the Canadian paper trade to every civilized country in the world.

Russell Company's Annual Statement.

THE FINANCIAL POST prints the first review of the annual statement of the Russell Motor Company. This statement is of particular interest to the investing public owing to the large part which shell manufacturers have played in the company's affairs.

May Pool Flour Profits.

In connection with the order of the Food Controller, reducing the margin of profit on flour to 25 cents per barrel, a proposal is being considered for pooling the profits of the different mills in order that these profits can be evenly distributed throughout the trade. As it is, the setting of a definite margin of 25 cents means that many of the big producing plants will be able to sell at a living profit, but in the case of many smaller millers it would not be possible with the margin of profits cut so fine.

Amateur Meddling in the United States.

Agnes C. Laut deals with some interesting phases of the price-fixing effort in the United States. Her article tends to prove that efforts of price regulation have resulted in upsetting business and handicapping production.

The Crisis in the Sugar Situation.

Developments recently have been such that the Canadian refiners are not now allowed to bid for available stocks of Cuban raws, and the outlook is that there will be a rather serious shortage of sugar in this country.

The foregoing are only a few of the exclusive features of Oct. 20 issue of The Financial Post. Attention may be directed to other exclusive articles, such as: Conscription of Wealth Will Not Pay for War; The Rapid Rise of "Hurry-Up" Hurley; the Agricultural Outlook, by F. M. Chapman; the Business Outlook; an Autobus Experiment in the Maritimes, etc.

These specials are in addition to the regular departments of The Financial Post, compiled and arranged for the interest of the investor.

NO matter what your age or business, THE FINANCIAL POST (mailed every Friday) is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA, ...1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing Oct. 20 issue. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address.....

If any advertisement interests you, tear it out now and place with letters to be answered.

A day's catch at one of our fishing stations

Are You One of the Grocers

who are making good profits by meeting the growing demand for fish?

All over the country the demand for good fish is constantly increasing. People everywhere are being urged to economize, to eat fish in preference to beef, bacon or veal. With strong Government backing this fish demand is certain to grow still more, and every good grocer should be in a position to get a sizeable share of this profitable trade.

We can quote you very attractive prices on fish of every description—Salt, Smoked and Fresh Water Fish. *"If it swims we sell or buy it,"* and the quality is always the very best.

It will pay you to feature fish. Get our prices to-day and note what profits fish sales give you.

J. Bowman & Company

Wholesale Fish

TORONTO

Lay in a stock of "Ocean Brand"

Brand Fresh Cod Fish and Cod Fish Chowderhead

The fresh, appetizing goodness of these two lines will make a friend of every customer and build your business and your profits from the very first.

We pack none but absolutely fresh fish—12 hours from the time it leaves the waters of old Atlantic the fish is in the can. Under no circumstances whatever do we pack fish that is out of the sea more than 24 hours.

That is why "Ocean Brand" reaches your customer's table in a fresher state than it can otherwise be obtained, except near the sea itself.

Try out these lines now and note their selling qualities.

Canned goods now on hand.

Fresh Cod Fish
Cod Fish Head Chowder

After Dec. 16th we will be pleased to receive enquiries concerning fresh and canned lobster.

G. A. SHAND

Packer and Exporter of
Canned Cod Fish
Canned and Live Lobsters

LOCKEPORT, N.S.

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

WANTED

WANTED TO PURCHASE
TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Joh Press, Avonlea, Sask.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG EXPERIENCED SALESMAN CAPable of handling: Specialty, grocery, boots and shoes, or dry goods lines, is open for engagement. Best of references supplied. Apply Box 259, Canadian Grocer.

LIVE BUSINESS MAN WITH LIFE-LONG experience in the tea, coffee, grocery and dried fruit trade, seeks engagement with first-rate wholesale house as indoor salesman, traveller or departmental manager: experience, London, E.C., Liverpool, Birmingham. H. N. de Salis, 973 Eastern Avenue, Toronto.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

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The Modern System of Executing Business Records In Office, Factory or Store

A system, which by its economy of time and labor, its convenience and accuracy, entirely supersedes the time-worn methods of using padded forms, duplicating books, loose sheets, and carbon paper wherever written records are required to be executed in multiple sets.

AWAY back in the early days when two or more copies of a business transaction were required it was necessary to entirely rewrite the original record.

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With the increased use of carbon paper came the demand for a convenient and rapid method of handling the record sheets and carbons. This demand was adequately met by the "Shouperior" System of Autographic Registers. A system which permits of making as many manifold copies as are desired at one operation, either by pen, pencil, or typewriter.

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The "Shouperior" System is to-day being adopted by many of the most important concerns in this country as being the most efficient and economical method of executing their business records. It will serve you equally well.

SHOUPERIOR Autographic Registers

A System for Executing Business Records

You can learn more about the "Shouperior" System as applied to your particular business. Drop us a card or better still, send us a sample set of the forms you are now using, for quotations and advice. Address nearest office.

Autographic Register Company of Canada, Limited

ESTABLISHED 1883

Head Office and Factory: 10 St. Peter Street, Montreal, Que.

Branches: LUMSDEN BLDG., TORONTO. SOMERSET BLDG., WINNIPEG.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Cash for Your Accounts

Will Come Quickly If You Use Our Service

We collect on percentage in any part of Canada and the United States. We have no membership or attorney fees, and make

ABSOLUTELY NO CHARGE

if we don't collect.

Give us a trial on some of your accounts — you'll be pleased with the results.

Prompt and persistent attention given. Prompt remittance. Write us NOW for Rates, Testimonials, etc.

The Nagle Mercantile Agency

Westmount (Montreal) - Que.

Kindly mention this paper when writing advertiser

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WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER WASTE PAPER

ADEL. 760

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.

TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced "Quality" Cocoa. On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montrea

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

MINCE MEAT

In Pails 28 lbs., tubs 65 lbs. and barrels.

Write for samples and quotations.

E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST TORONTO

EDWARDS'

Worcestershire Sauce

Chas. M. Edwards & Company

E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST TORONTO

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE

INDEPENDENT METAL COMPANY, Limited

175 King St. East

TORONTO

Long Distance Phone, Main 2378

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

READ BUYERS' DIRECTORY IN THIS ISSUE IT WILL INTEREST YOU

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada

TORONTO

Take this Buyers' Guide off the hook occasionally and read these facts

PURITY FLOUR

TALKS TO THE GROCER AND HIS ASSISTANTS

1. Fast moving goods means greater profits. PURITY FLOUR sells well, not only because of its superiority, but because of the Dominion-wide publicity given to it by the Manufacturers.
2. Uniformity in flour is demanded by the housewife. PURITY is milled to the highest standard in Canada. This means uniformity, satisfaction, economy of use, increased trade.
3. PURITY is a profitable flour to handle. It is widely known — moves easily, satisfies the housewife, helps to make sales of other goods in your store.
4. The Housewife asks for PURITY Flour in spite of the fact that it is higher priced than some of the other so-called first patents, because she knows it is a superior product. Why not take full advantage of this knowledge?
5. PURITY Flour brings more and better customers into your store. The housewife willing to pay more for a superior flour will buy superior products in other staples.
6. The housewife wants PURITY Flour. She knows its reputation has been earned in the kitchens of Canada. This good-will embodied in the Purity name will increase your business.

WESTERN CANADA FLOUR MILLS CO., Ltd., *"Millers to the People"*

Offices:
TORONTO, Montreal, Goderich, Ottawa, St. John, N.B., WINNIPEG Brandon, Calgary, Edmonton, Vancouver, Victoria, Prince Rupert, Nelson, Rossland, New Westminster.

Mills:
Goderich, Winnipeg, Brandon, Calgary, Edmonton, Victoria.

Clark's Prepared Foods

Your Business Depends on

Quality, Reputation, Salesmanship

YOU GET ALL THREE IN CLARK'S

W. CLARK, LTD., Montreal

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, NOVEMBER 2nd, 1917 No. 44

"Meatless Days are Oyster Days"

Meatless days have created an opportunity for the oyster which has been taken full advantage of by a few with results that have been very gratifying.

It is advantageous that the mind of the consumer be disabused of the idea that oysters can be served only as a stew or soup without a lot of fussing.

There has probably been no time that the power of suggestion has been afforded the latitude that it now enjoys, and suggestion, intelligently directed, has an impelling force that is difficult to calculate.

The housewife is at a loss to know what to turn to, that has a semblance of economy. Six fried oysters will satisfy the average person as their meat portion and they should run at least thirty-five to the pint.

In addition to their having a nutritive value, they are palatable and afford a pleasing change. Scalloped oysters, also, make an economical meal and are very tasty.

Do not overlook the power of suggestion.

The early season showed a considerable shrinkage in volume as compared with a year ago. Since October 15th there has been a substantial improvement to which meatless days have been a contributing factor. Quality and condition of stock are the first essentials, without these your efforts will largely represent a waste.

To obtain satisfactory results we must merit them.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - TORONTO, CANADA

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations
Copy of report will be sent on request to anyone interested

Golden Yellows

Sometimes asked for as Soft or Brown Sugar, will for many purposes take the place of Granulated. Recommed your customers to buy our yellow sugar and help over the present difficult period in obtaining Granulated.

ST. LAWRENCE SUGAR REFINERIES, LIMITED
Montreal

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

"Most people in your locality

are familiar with the Borden quality reputation. Consistent Consumer Advertising has sown the seeds of heavy sales in the minds of your customers.

"An attractive window display of

BORDEN MILK PRODUCTS

will help you reap bigger sales and better good-will.

"Ask your wholesaler to ship you a trial supply of Borden's. You'll like their selling qualities."

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Makes Your Selling Easy

It is easy to say to the customer that an ordinary extract is "good — you better try it." But that is *not convincing.* It is far easier to state briefly the convincing facts about

Shirriff's

True Vanilla

Just let them know that Shirriff's is 50% stronger than Government requirements, less is needed to give flavor; Shirriff's is made from the best vanilla bean the world produces, namely, the Mexican; the Shirriff process takes a whole year. Shirriff's has a quality reputation of more than thirty years to maintain. It is guaranteed.

You see it is easy to sell Shirriff's because the quality enables you to state convincing selling facts.

Why not order a case to-day?

Imperial Extract Co.

Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS

POCOLOGAN, N.B.

CLARK'S PORK & BEANS

are just as good as they ever were, and they are better to eat now because they are

ECONOMICAL

To You ,Mr. Grocer, they are also

PROFITABLE

They sell more rapidly than any other and you turn your money over oftener.

Quality and Reputation Count

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Business Prosperity is closely related to the Success of

Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent.

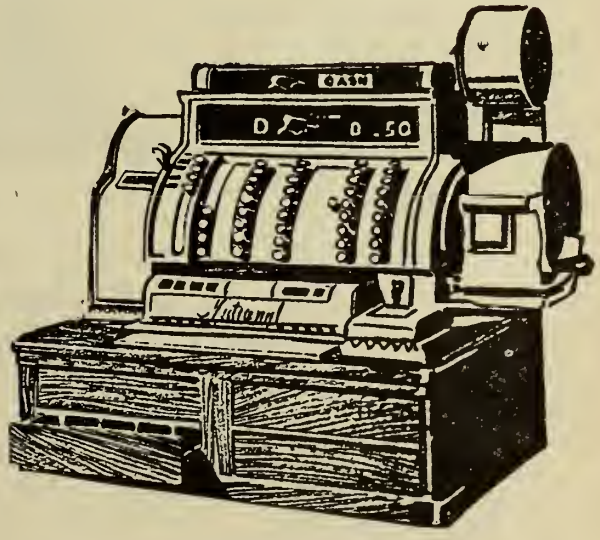
Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

52

Full Profits

IN these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.



The National Cash Register Company
OF CANADA, LIMITED
Toronto **Ontario**

If any advertisement interests you, tear it out now and place with letters to be answered.

Ask your wholesaler to ship you a supply of

E. D. SMITH'S Jams and Jellies

Share in the demand that their 100 per cent. purity and our consumer advertising have created from end to end of Canada.

E. D. S. Products are good—there are no better available. Show the following in your displays and watch them sell.

JAMS

Black Currant
Plum Peach
Gooseberry
Apricot
Blueberry

JELLIES

Red Raspberry
Red Currant
Black Currant
Crab Apple

The E.D.S. label guarantees 100 Per Cent. Purity.

E. D. Smith & Son, Limited
Winona, Ontario

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

Sun-Maid Raisins
True War-Time Food

All the great food authorities realize the food value of raisins and the fact that the use of raisins saves wheat. Millions of women have pledged themselves to food economy. They require high *food value* in dishes of all kinds. Raisins give *added* food value to every dish in which they are used. They give added flavor as well.

Suggest Sun-Maid Seedless Raisins

For Corn Bread
For Boiled Rice
For Bread Pudding
For Corn Meal Mush
For All War-time Dishes

Sun-Maid Raisins

There are three varieties of SUN-MAID RAISINS—Seeded, seedless and clusters—and you should have them all in stock. Prepare NOW to supply the demand which our advertising and the general movement toward food conservation are creating in every section of the country.

Sun-Maid Seedless Raisins

FREE—Sample packages of SUN-MAID Seedless raisins in every case. Let your patrons try these raisins with your compliments and find how good they are—and how valuable an addition to the daily fare. Raisins give zest to even the plainest dishes.

Get Ready for Big Demand

Our Powerful Advertising, in the leading magazines will be read by millions of women who are seeking wheat-saving suggestions. They will be impressed with the value of raisins. A raisin display JUST NOW will attract attention to your store. It will sell more raisins—increase your volume and profits.

Your jobber can supply you—right now.

California Associated Raisin Co.

Membership 8000 Growers
Fresno, Cal.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you have any

POTATOES

to offer in car lots, telephone, wire or write me full particulars re price, quality and quantity.

FRED J. WHITE
Board of Trade
Fruit Broker and Distributor
Toronto, Ontario

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

TO

Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

We solicit correspondence with
Manufacturers
Shippers
Packers
Producers
C. B. HART, Reg.
Wholesale Grocery & Merchandise Brokers
489 St. Paul Street W., Montreal

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription **business**. We want to secure the services of bright, active young men, the **kind** that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

If interested, tear out this page and keep with letters to be answered.

Growing in popularity

SIMCOE PORK and BEANS

The growing strength of the food conservation campaign is creating an added demand for SIMCOE PORK AND BEANS—the economical, nourishing substitute for high-priced meats.

Get well stocked and suggest SIMCOE BRAND to every housewife.

Dominion Canners, Limited

HAMILTON, CANADA

Good Position for Experienced Grocery Buyer

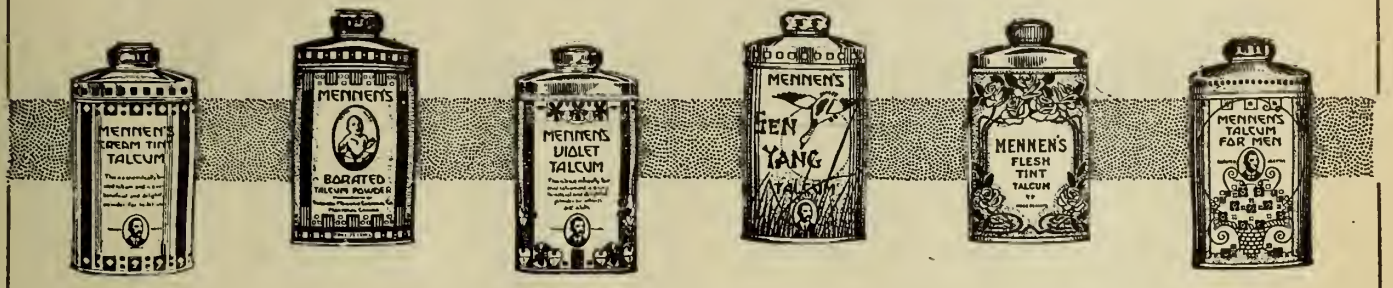
We have an opening for an aggressive young man, familiar with the buying details of a grocery store. All the better if you have had ad-writing experience. Write, stating your experience and enclose samples of ad-writing to

Box 261, Canadian Grocer

143-153 UNIVERSITY AVENUE - TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Winter Season also Means a Big Demand for Mennen's



The Mennen List is an all-the-year line—essential to comfort and appearance, Summer or Winter. No one wishes to feel or appear ill-kempt, whatever the season.

So this means more Mennen's—Talcums, Shaving Cream and so on. Do you realize this fact to your profit? There is no reason why *you* should not have this business. Keep your shelves well stocked—give some counter or window display—and mention

MENNEN'S

SUGGEST MENNEN'S TALCUMS FOR CHRISTMAS PARCELS

Its easy sale is partly due to the nation-wide advertising we are doing. It is putting trade right into your hands—all you have to do is to close on it! Then we have three very attractive window trims—Talcum Powder, Shaving Cream and a Combination. Any one or all will be shipped on request.

Write for New Mennen Price List. Abnormal conditions in raw material markets have made necessary a readjustment of the Mennen Price List. Write for the new one just issued.

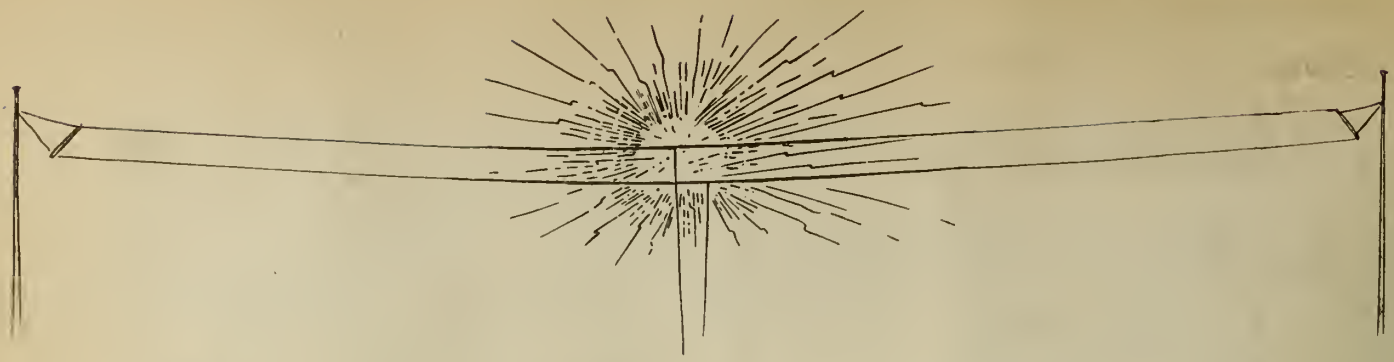
Canadian Agents:

Harold F. Ritchie & Co., Limited

Toronto, Ontario

Mennen's Products are "Made in Canada" by G. Mennen Chemical Company, Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.



Responding to the call

IT is logical that the more select business men who read of your wants the greater chance you have of getting them supplied. Send out your S.O.S. call by a condensed ad in CANADIAN GROCER—the paper most interested in your business. It will be heard from the Atlantic to the Pacific.

THOUSANDS of the best grocers in Canada subscribe to and read CANADIAN GROCER every week. These grocers have PROGRESS as their motto, and they are living up to it. Consequently they must watch every avenue that is likely to contain opportunities for them, and the WANT AD PAGE is one of the avenues.

THIS Want Ad Page is open to you to voice your wants effectually and economically. Why not take advantage of it whenever you are in need of something?

The following list will perhaps suggest a few of your needs:

Position Wanted
Position Vacant
Business For Sale
To Buy Business
Agents Wanted
Agencies Wanted
Store Fixtures For Sale
To Buy Store Fixtures
Goods For Sale
To Buy Goods
Salesman Wanted
Miscellaneous

You would like to know what it is going to cost. Well, here is how it figures out:

2c per word first insertion and 1c per word for each subsequent insertion. 5c extra if you wish your replies directed to a Box Number in our care. Payable in advance.

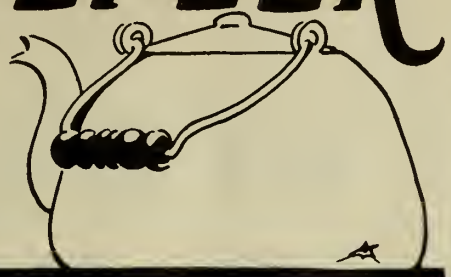
SEND IN YOUR WANT AD TO-DAY

Canadian Grocer

143-153 University Avenue - Toronto

VOLPEEK

WILL STOP THE LEAK



VOLPEEK is the most practical and economical method on the market to-day for mending holes in all kinds of pots and pans, graniteware, aluminum, tinware, etc., etc.

It is like a stiff putty. Easily applied with the fingers. Requires no tools. Repairs the article quickly, neatly, permanently, and is sanitary, as food cannot lodge under mend. Costs only ½c for each mend.

There is a good market in your town for VOLPEEK, One of our attractive 3-color stands on your counter will yield you an extra profit each month that you have not been getting in the past. Take advantage of this to-day.

Price of Display Stand containing 44 packages $3.60—Retails for $6.60.

Display Stand containing 1 dozen packages cost $1.20.

Send your order to-day to your wholesaler or direct to us.

VOLPEEK MANUFACTURING COMPANY
P.O. BOX 2024 - Montreal, Que.

Sell Babbitts

--The line of Quality and Quantity

Sizeable Tins — Proven Quality — that's the Babbitt selling combination.

Show a stock of Babbitt's Cleanser always and you'll get quick money-making sales and well-pleased customers.

PREMIUMS FOR TRADE-MARKS.

General Representatives for Canada

WM. H. DUNN, LTD.
MONTREAL

Dunn-Hortop, Limited, Special Agents, Toronto

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

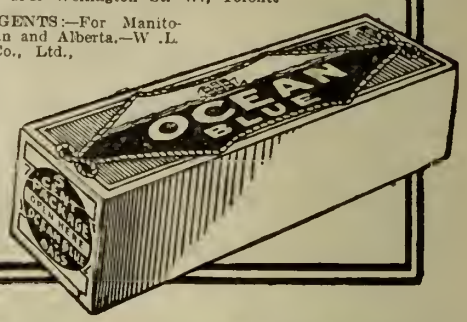
Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta,—W .L. Mackenzie & Co., Ltd., Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Increase your profits

by displaying and recommending the original Concord Grape Juice,

Marsh's

Marsh's always satisfies. Five-case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company
Niagara Falls - Ontario

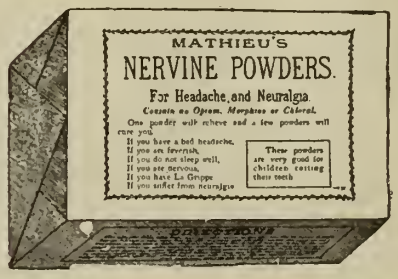
Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.

You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS and MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC


MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral
One powder will relieve and a few powders will cure you
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe
If you suffer from neuralgia
These powders are very good for children cutting their teeth

If any advertisement interests you, tear it out now and place with letters to be answered.

The Reliable Salt

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

BROKERS

We want live Brokers in every city in Canada to sell our line of

BISCUITS
CHOCOLATES
CONFECTIONERY
IMPERIAL
MAPLE CREAM
BUTTER
IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited

Office and Factory:
330 Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

If interested, tear out this page and keep with letters to be answered.

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.

You don't need to *introduce* Colman and Keen lines to your people. Everybody knows these quality products. Just let them know your stock is complete by displaying this splendid reminder.

Ask us to send you one.

MAGOR, SON and COMPANY, LIMITED

30 CHURCH STREET, TORONTO 191 ST. PAUL ST. W., MONTREAL

Mr. Grocer,

Are you satisfying your customers? Are you increasing your sales?

The up-to-date and thrifty housewife of to-day is demanding that all glass packages of food products be sealed with Anchor Caps.

The largest packers of high-class products are sealing their jars with Anchor Caps, because the contents are protected against mold and other contamination, because there are no leakers and because the appearance of the package far outclasses any other on the market.

Insist on all glass packages being sealed with Anchor Caps and watch your sales increase.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

If interested, tear out this page and keep with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, NOVEMBER 2, 1917 No. 44

Mr. Hanna Puts Faith in Housewife

Candidly States His Disbelief in the Evidence Adduced to Prove That Bulk Goods Are Available For All—Will Promise no Mitigations of the Operation of Order—Merchants Must Accept the Disturbed State of Affairs and be Satisfied, is His Dictum.

TIME and time again, Mr. Hanna reiterated the statement that he believed that bulk goods were not obtainable from the majority of merchants, because of the evidence he had obtained from this or that housewife, or this or that woman's club. Time and time again, he was faced with the direct statement of wholesaler and retailer and traveller, that the great majority of merchants actually did handle all these goods referred to in the order-in-council in bulk, always to meet it with the simple and direct statement that he didn't believe it. The evidence of the housewife to Mr. Hanna was evidently beyond a challenge or criticism, while the statement of those thoroughly conversant with the trade were scarcely honored with a courteous attention.

This at least would be the impression that most observers who were present on Saturday at the meeting between the Food Controller and the representatives of the manufacturers, wholesalers and retailers, interested in the cereal order-in-council in Toronto would have gained.

The Decision Already Fixed

Mr. Hanna came to the meeting evidently with his mind made up on the point and with a fixed decision to see only one side of the case. He left the meeting with that resolution apparently unshaken. Where any evidence was produced that would seem to run contrary to his preconceived theories, he met it with a terse denial.

Where Mr. Hanna Rests His Case

Early in the course of the meeting Mr. Hanna outlined his position.

"We have been preaching substitution," he said, "and the complaint of the women is, 'why talk such foolishness? You ask us to buy brown bread flour, and the grocer hasn't got it. He gives us a highly lithographed package, that costs more than the white flour we are asked to save.'

"Now this is the condition," said Mr. Hanna, "and this is the condition we are going to remedy."

It was just at this juncture that Mr. Hanna turned aside from the matter under discussion to make the startling statements regarding sugar noted on another page of this issue.

When the discussion on the main question was resumed, Mr. McDonald, of the Quaker Oats Company, stated that it had always been optional with the consumer whether they purchased in package or in bulk. According to the experience of the firm he represented less than 5 per cent. of the trade did not carry these goods in bulk. The consumer had not made his case to the grocer he urged, when they stated that they could not get these goods in bulk. Pound for pound, his company sold more bulk rolled oats to the trade than package oats. True less cornmeal was sold that way, but it was in every case optional with the grocer

H. C. Beckett then took up the case. "We are wholesalers he stated and we handle every cereal in bulk that is usually handled that way, and our experience with our customers is that they all keep goods in bulk and package as well."

"Probably you are right," interjected Mr. Hanna, "but it is not the general experience of the women."

Question the Value of the Evidence

"I doubt if the statements of these women could be substantiated," retorted Mr. Beckett. "Have you made any effort to do so?"

"Not personally," replied Mr. Hanna, "I have other things to do. We have made some investigations, though, and have found that the statements were correct. Naturally these investigations were made in the neighborhood of the capital."

"A good many of these foods cannot be sold in bulk," continued Mr. Beckett. "Corn flakes for instance will not keep unless put up in air tight packages. If your idea is to conserve wheat, then an order that prohibits the sale of corn flakes in packages would have the very opposite effect. It would compel people to turn to something else. The consumption of corn meal is practically a negligible quantity, and if the idea is to conserve wheat then people should be induced to eat corn, in any form that they preferred, rather than have these goods prohibited.

"I might state here," interjected Mr. Hanna, "that I have appointed a committee on which there will be a representative of the manufacturing interests, and the wholesale interests, who will take up such cases as you mention and deal with them individually."

Will Not Unnecessarily Disturb Business

We are not out to knock or unnecessarily disturb business, but we are out to meet conditions that we find in the minds of people, that are detrimental to this idea of saving. There will be an interim that will be disturbing, that will be a matter of considerable anxiety. You will have to bear with that. But we hope that we will reach a satisfactory adjustment.

One merchant urged the extra expense that this change would mean to the retailers. "Yes," I believe you," replied Mr. Hanna, "but that is one of the things that cannot be helped."

Mr. McIntosh, of the Battle Creek Toasted Corn Flakes Company, urged that it was impossible to sell their product in bulk without a loss of 25 per cent. They had also large stores of corn that had to be processed, or become a waste. The public, he urged, were anxious to know what was going to be done, whether they were going to be permitted to manufacture or not.

"I can't tell you anything to-day," was Mr. Hanna's only response.

Dr. Jackson of the Roman Meal Company urged that merchants were refusing to receive their goods because they did not know if they would be permitted to sell them. "It's a vital question with the manufacturer," he urged.

"I don't doubt that what you say is correct, but I can give you no information on that point."

"We have forty thousand bushels of corn on hand," urged another manufacturer. "What are we to do with it?"

"I know where you can sell it," retorted Mr. Hanna.

"It is partially processed," was the reply.

"In that case I can't help you," said Mr. Hanna. "I can give you no information at this time on the point you raise."

No Intention of Closing Plants

"Is it the intention of the order to shut these plants?" asked Mr. Nettles, of the Postum Cereal Company.

"It is not," was the terse and emphatic response.

"What about our products?" asked Mr. Ruddy, of the Canada Starch Co. "You can't sell corn starch in bulk; it is too volatile; it would be everywhere. You can't sell corn syrup in bulk; we've tried it. It's too bulky, and a broken barrel in a car will ruin a whole carload of freight. It is mostly sold to the lumber camps, and the tin pail is the most satisfactory method. It is all manufactured from imported corn, too, so that to take action against these products is to force people to turn to other goods."

"Those are points that the committee will consider," replied Mr. Hanna. "Do you think we haven't considered these matters? They were all considered before the order was put in force."

Mr. Hanna Disagrees

D. W. Clark urged that very few customers were asking for bulk goods; 90 per cent. of the trade was asking for goods in packages.

"I don't believe that," retorted the Food Controller, "our investigations have proved otherwise."

"Yes, and some of the women who are writing to you are coming to us and asking for package goods."

"Remember," Mr. Hanna continued, "that I do not doubt that the condition you note may be true in your case, but I doubt that it is general. The evidence that I have is to the contrary."

Mr. McDonald suggested that an advertising campaign urging the use of bulk goods might be of service in bringing them to the consumer's attention.

"We have been advertising," replied the Food Controller, "but we have heard time and time again that these goods cannot be obtained in bulk. That is the reason for the order."

Mr. Dowson urged that he had endeavored to establish a demand for war bread among his customers, but had found it to be an impossibility.

"How often does this condition happen?" asked Mr. Hanna. "I tried to get brown flour from my grocer. I could get it, but it cost me more than white flour." Some retailers urged that there was a very limited sale of these goods, and that the margin between the price of this flour and the white was very little, and that it was reasonable that there should be little difference in price.

"In normal times," retorted Mr. Hanna, "I would have a good deal of sympathy with that viewpoint, but these are not normal times, and it comes to the place where the merchant who buys for less must also sell for less and even push these goods."

Further argument of a somewhat similar nature failed to shake Mr. Hanna's steady policy of giving the trade no inkling of any situation that would enable them to continue business on the old basis.

Repeated requests for the definite setting of a time wherein manufacturers would be permitted to produce their goods under the old conditions, with a guarantee of being able to dispose of them, were ignored by the Food Controller. He stood by the letter of the Order-in-Council, and except for the statement that there was no attempt to put any manufacturer off the market, and that there was the possibility of manufacturers who could prove that their package entailed no extra costs against the product being licensed, he absolutely refused to commit himself. "If you will permit me," he said, "I will go away without saying anything. I would either say too little or too much. Rest assured, however, that there will be some business brains engaged in the consideration of these problems."

In the meeting that preceded this conference with the Food Controller there were a variety of points raised. Hugh Blain, the chairman of the meeting, after outlining the reasons for calling them together, threw the gathering open for a general discussion.

Mr. Smye thought that it was not helping the public to give them goods contaminated with all manner of dust and germs, and it ought to be possible to prove that there was no saving to be obtained.

Advertising Thrown Away

Mr. McDonald, of the Quaker Oats Co., stated that the British Government was urging them to give them all the package goods possible. The cost of the packages, he admitted, cannot be as cheap as the bulk goods, but to do away with the value of the advertising is to do away with the identity of the goods. Manufacturers cannot afford to advertise bulk goods, yet it is this very advertising, he urged, that had increased the sale of these goods and had helped to conserve other goods. To do away with this would be to bring about the opposite condition.

E. C. Nettles, of the Postum Cereal Co., presented the case of his company. They had established a Canadian factory seven years ago, he stated, at the instance of the Canadian. In all that time not a cent had been taken out of that enterprise, every dollar of profit that had been made had been put back into the business to improve the plant. It would be a very unfair deal, he thought, if in the face of this fact they were practically forced from the market. The cost of carton and waxed paper represented a cost of 7½c a dozen. That was not a waste. It was a protection for the goods. If the product were sold in bulk it would not be fit for use.

Mr. Beckett thought that it might be well for Mr. Hanna before he issued orders of this kind to consult the trade, who are familiar with conditions, and who are as willing as he to do everythin gin their power to aid in any way.

Mr. Hanna's activities had been a long way from aiding the situation. He limited the sale of canned goods, and as a result there were higher prices, because the farmers in many instances broke their contracts with the canneries in order to get the fancy figures being paid for fresh goods.

In the case of sugar everything was going well until he made his statement that there was a shortage, then there followed a regular panic and the sugar situation actually did become serious.

Mr. Hartop thought that the Food Controller should assure the retailer that he would have an opportunity to dispose of his goods; at present they were refusing shipments of goods already contracted for. This left large supplies on the manufacturers' hands, and it would certainly result in no saving if these had to be dumped.

There are three million breakfasts supplied by package goods cereals, said another speaker. How could the bulk mills, who were already working about up to their capacity, meet this demand if these goods were forbidden?

To all of which questions, as will be seen by the foregoing account, the Food Controller actually answered nothing.

RETAILER'S RESPONSIBILITY

Grocers Fined for Selling Canned Milk Which is Below Standard—Should a Grocer Open and Test Every Consignment of Canned Milk He Handles?

The question of the retail grocer's responsibility to his customers and the laws of the land as regards foodstuffs is sharply emphasized by the case of two Montreal retail grocers who have found themselves liable to a fine of $25.00 for having for sale and selling canned milk which has been found by the authorities to be only two per cent. below the standard proportion of butter fat content. One grocer who had stocked only a single case of the canned milk in question sold the two last cans to the food inspector without imagining that there was anything the matter with them. His surprise was great when he found himself fined for the defects of the milk which he had never seen, and could not have tested except by opening a can. The question comes up "Should grocers open and test every can of foodstuff they sell?" since they are held responsible for the contents.

SEPTEMBER EXCISE REVENUE

Income from inland revenue during September totalled $2.385.820.17, as compared with $2,237.619.95 during September of last year. Tobacco brought in $1,094.572, and cigars $64.499; spirits, $920,168; malt liquor, $4,753; malt, $142,056. The total for excise alone was $2,250,336.74.

The attractive Xmas display of Ruppel & Co., Elmira, Ontario, one of the contestants in the Window Dressing Contest. A simple but effective display featuring nuts in bulk, package raisins and dates, canned fruits, olives and candy. A general line of Christmas dainties. Note the price card.

Hanna Complicates Sugar Situation

Prophesies Very Serious Situation, and Hints at Fixed Prices — Claims There Has been no Raw Sugar Brought Into Canada Since Oct. 4 — This Statement Hardly Borne Out by Facts—Something on the Actual Situation.

WHEN Mr. Hanna at a meeting called to discuss the cereal order-in-council, carried the war into Africa, by attacking the merchants assembled on the sugar question, he made a statement that not a ton of raw sugar had come into this country since October 4 and that there would not be any coming he was not quite speaking according to the facts. One large refinery, that had ceased producing because of shortage of raws, has again begun operating, and another, which had temporarily withdrawn from the market, is once more offering sugar for sale. These facts hardly square with the Food Controller's statement. It is known too that all the refineries have been and still are receiving supplies of raws. Early this last week one refinery made a purchase of 3,000 tons of raw sugar, still another refinery purchased 6,000 tons since the date mentioned. The situation is surely serious enough without erroneous statements being made to aggravate it.

In speaking to the merchants Mr. Hanna burst out into the following tirade, when the question of sugar had not even been hinted at.

"I don't know how much or how little you know about the sugar situation, but if you are making the mistake of thinking that the situation is not a real situation, if you think that it is not all that you are warned against and more, then you are ill advised.

"The retailer who allows a customer more than 5 or 10 pounds of sugar is not well posted on the situation. Early January will see relief, but from now till then there is not enough sugar to go round. Not a ton of sugar has come into this country since October 4, and there will be none. Only the other day we had to cancel the shipment of 11 cars of sugar on their way to Newfoundland. We did not want to do so, but it was necessary.

"This does not mean an increase in price. The sugar has not cost you more. If then there is a move in that direction there will be a move by my department in another direction.

"We are up against a situation where sugar is the first place where the lightning will strike, and it will probably strike before Christmas.

"It is necessary that this information should be put across, and you are the people who should be able to put it across, and make it unnecessary for the lightning to strike."

Some such statement was made by the Food Controller before a woman's club in Montreal some time ago, and induced such a panic of buying that it almost produced the very situation referred to. As a matter of fact, there is more sugar in the country than probably there has ever been before at this time; true it is cached by unscrupulous householders, but if it had not been for such statements as that quoted above, there would have been no hoarding, and no thought of any seriousness in the sugar situation. An instance was noted only a day or so ago of a professional man in Hamilton, who boasted proudly that he had twenty bags of sugar stored away. Enough sugar to do that family for two

years. That's why there is a fear of a scarcity.

As a matter of fact however the Food Controller has had less justification for the statement made above than for his former outburst on the subject. The actual situation in the sugar market is very considerably better than it was some few weeks ago. For one thing this year's beet sugar crop is just coming on the market. This crop of Canadian grown sugar will total this year at a conservative estimate 20,000,000 pounds, and will be available immediately. That is one factor. The other is a general easing of the situation in the United States. The deal whereby 200,000,000 pounds of Louisiana sugar has just been sold to the American Sugar Refining Company and will go to offset the expected shortage in the North-eastern States will have its effect. This large purchase will not directly affect Canada, because the whole amount was apportioned by International Committee to the United States. However inasmuch as it will supply this territory and prevent the growth of any feeling of panic from that source it will be an advantage to this country.

The fact that the situation is easing in the United States is shown by the modification of the embargo against the manufacture of confectionery. Instead of a hard and fast prohibition, these manufacturers are now permitted to operate up to 50 per cent. of their normal output.

In addition to these facts there are 35,000,000 pounds of refined sugar in storage in New York, the property of neutral governments which these governments have offered to turn over to the sugar commission at the purchase price 8¾c. The commission is holding out for a lower price. This sugar however is available at any time, and would be in itself sufficient to meet any of the difficulties which are facing Canadian sugar interests to-day.

With regard to the Cuban situation, early indications are of a very favorable nature, and there are indications that if everything is favorable to the greatly increased crop, that there may be a total output of 4,000,000 tons for the coming season.

While all this is true, there is no intention of minimizing the seriousness of the situation. If the demand is kept within normal limits everything will be well, but if hoarding is permitted, and panicky buying is encouraged, then the situation will be serious indeed. It is a matter of curbing the demand, only so can matters be regulated to satisfactorily meet the situation. The refinery is in the same position as a bank, facing a run. They must both be able to meet the demands, if they are able to do so confidence is sooner or later restored, but the inability, even a temporary inability, to meet the demands, mean only further demands.

Mr. Hanna was right, inasmuch as he laid the burden of saving the situation on the retail merchant. He is the only one who can meet the situation without unduly disturbing the public confidence. He can outline the actual situation, see that his customers buy only according to their regular needs, and can see that they buy a fair proportion of brown sugars, that are in more plentiful supply than the granulated grades.

In confirmation of the rather optimistic tone of the foregoing article, it might be noted that just as CANADIAN GROCER goes to press one large refinery announces a reduction of 10c a hundred on sugar, and promises further reductions from time to time. The officials of this company make the statement that there has been sufficient raw sugar contracted for to meet the normal requirements of Canada if hoarding and speculation are eliminated. This is the best answer that has yet been given to the Food Controller's excited statements.

However the trade may disagree with the general trend of Mr. Hanna's statement, they can agree with him that the men of the retail trade are the men who can "put the information across," and save the situation.

Opinions on Package Goods Embargo

Everyone Interested, and a Variety of Opinion—The Consensus of Opinion Favors the Belief That the Order is Ill Advised, and Will Mean no Saving of Goods, and no Conservation of Supplies.

IN raising the question of package goods, as opposed to bulk, the Food Controller has certainly got the attention of every merchant in the country. There are no neutrals, everyone favors one side or the other; but the bulk of opinion is most markedly in favor of the packaged article. During the past week CANADIAN GROCER has made some further enquiries regarding the matter. We quote below some of the opinions expressed:

J. L. Hewson, of Oakville, is an outstanding champion of the package method of selling. "This package law," he stated, "is a small spot to strike, when the people have been expecting something real, something helpful, something that they would actually feel in their pockets."

"This new rule will entail the greatest hardship on the grocer," thought B. H. Walsh, of Oakville. "It will entail the necessity of extra help, when help is scarce and the storekeeper already overworked. The packages," he continued, "are all a help to cleanliness and assure the customer that they will get a sanitary product."

J. B. Mitchell of Oakville, while he could see no particular objection to the elimination of packages in the case of oatmeal and similar goods, was convinced that it would be impossible to handle certain breakfast foods without cartons.

An Energetic Champion of Bulk Goods

The bulk method of handling has a most outspoken champion in A. G. Bain, Hamilton.

"It is all nonsense," said Mr. Bain, "to say that these breakfast foods are a necessity at all. In a number of prominent instances the container costs more than the food contents, and in some cases it would be difficult to say just which has the greater actual weight—the package or the food. If people would weigh the breakfast food and calculate just how much they are paying per pound for these fancy pictures, they would be astonished. Customers come in here continually and pay thirty cents for a two pound package of a staple breakfast cereal, when I can supply them with an equally good and equally tasty article at three pounds for twenty-five cents. In fact, it is said that the proprietors of the package concerned do not mill a pound of grain a year, simply taking bulk goods bought by the ton, and enclosing them in their patented package. The people would be better in health and richer in pocket if they would eat the old fashioned oatmeal porridge, rather than this new fangled stuff."

"But what about these oatmeal products? are they not sold in special packages which protect them from contamination, and make their handling more sanitary?" Mr. Bain was asked.

"Yes, I've heard that too," was the reply, "but there's a lot of nonsense in the claim. The grocery business has changed in the last twenty-five years, and oatmeal in sacks is not left standing about in a back room in close proximity to piles of codfish, barrels of coal-oil and molasses. Those old play grounds of rats and mice, and even more active forms of life are almost completely a thing of the past. The grocer can have a continuously fresh supply by a system of small orders delivered at short intervals. The buyer can, if he wishes, place an order for a large amount and have it delivered in small lots, thus insuring fresh goods from the mill for his customers. The

expensive package is eliminated, with all the heavy added cost of putting it up."

"But doesn't your paper bag and string cost you something? and don't you have a great deal of added labor in putting it up?"

"That is true, but our bag and string is a very small item, and you can buy a lot of them for the price of one of these pretty cartons, and as for the extra cost of help in packaging, we could meet that readily with the better profit on bulk goods."

"Do you mean to say that you, the retailer, besides selling the goods so much more cheaply to the consumer, and packaging them yourself, would make more money?"

"I most certainly do. There is so little profit to the retailer on these fad breakfast foods that we would be vastly better off the other way. The manufacturers fix the price at which these goods are to be sold to the public. They advertise their price far and wide and create a demand for the article. Then the retailer gets it from the jobber at a fixed price. leaving in many instances a margin between cost and selling which does not even cover the percentage which it costs to do business. You won't find any grocer who can take holidays on the fancy profit they make out of fancy package cereals."

Danger of Loss To Retailer

R. H. Lamont, of Lamont & Steadman, Kentville, N.S., voices another objection to the order-in-council, viz., the wastage that will result from the fact that merchants will not be able to dispose of their goods within the limit of the time set, and, although the limit of time has now been advanced a month, this contention is none the less true. Mr. Lamont states "It is claimed that this is done in order eliminate waste and no doubt the department of food control is sincere in its claim. I must claim, however, that the opposite will result from such an order. I can perhaps best illustrate it by stating our own position in the matter.

"We have a retail business of about six thousand dollars per month. Our sales of package rolled oats amount to about four cases per month. In order to buy right we have been ordering about ten cases at a time. At present we have seven or eight on hand and ten cases en route, not anticipating this action on the part of the government, as above stated. If we are not allowed to sell after Dec. 1 we will probably have twelve or thirteen cases on hand, which after six months will be of no value for human food. Will not this be causing waste rather than eliminating it?

"Would it not be better to stop the manufacture and importation at a given date, allowing the wholesaler and retailer to dispose of stocks on hand, rather than have it grow old awaiting removal of the order?

"Stopping manufacture and importation eventually must stop wholesale and retail sales because, when none are made or imported, none can be wholesaled or retailed.

"I have referred to one line of cereals only, while we handle dozens of the lines to which the same argument would apply."

Foolish and Futile Legislation

"Foolish and futile," is the way Jas. Dobson of Bronte described the new order in council. It was at best only doing a very small thing when there were many big things to be done.

Mr. Bamford, of Hicks and Bamford, Burlington, Ont., makes a strong protest against the law. It is sprung on the trade and public alike without warning,

A Timely Display for this Season of the Year.

he states. It will be of no practical help to the consumer, and will certainly impose a burden on the grocer. It is not likely, he believes either to assist in conservation or reduce the cost of the cereals to the public.

Spencer Smith of Burlington, while not opposed to the law, claims that the time for cleaning up the package goods is far too short. He believes that he can make more money on the bulk goods, and save his customer's money. This however does not apply to all varieties, as some of these goods he admits could not be sold in bulk.

The Hardship to the Necessarily Small Buyer

Girvin and Robinson, Queen Street West, Toronto, who are located in an apartment house section, outline some of the difficulties that would arise in serving such a trade.

Small packages of flour they have found to be the most desirable for their trade. Bags cost the miller even less than they do the grocer, so there is no saving to be gained in this direction. Customers in small houses or apartments, they urge, would not be able to use the 20-pound bag of flour the 3½ and 5-pound package were the attractive sizes for these buyers. While they could see no particular objection to doing away with oatmeal cartons, they urged the impossibility of handling many varieties of breakfast food in any other form.

Will Reduce the Sales of Flour

That doing away with the small package will reduce the sale of flour, is the opinion of J. Anderson, Queen Street West, Toronto. Mr. Anderson thinks that the package way is the best way of handling these goods, but he considers that the packages are in many cases too expensive, and that the manufacturer should co-operate in reducing these prices. Breakfast foods, he believed, could not be handled economically in any other way than in packages.

W. R. McGaw stated that he had purchased a large supply of package goods, that could not be disposed of in the given period. What, he wished to know, would happen to them, and where would be the saving if he was forbidden to sell these goods, and they became a complete waste?

Wm. Forster, who has stores on both Roncesvalles Ave. and Queen Street, Toronto, believes that oats should be sold in 7 and 10 pound bags. He believes too that flour will be sold more easily and economically if put up in small packages at the mills. He does not believe that there will be any conservation achieved, or any actual saving to the consumer by permitting only bulk or 20 pound packages.

F. S. Burgess, Roncesvalles Ave., is quite contented with the change. He has no objection to handling flour or any other goods in bulk. Breakfast foods were a small trade with him, and did not influence his opinion.

Will Raise Cost to Consumer

That the new law will raise the cost to the consumer, is the contention of R. A. Dutton, Roncesvalles Ave. Labor is hard to procure and high in price, packaging is now done by machinery at low cost. The Food Controller was the grocer's best friend according to Mr. Dutton, and the reason given was that whenever the Food Controller touched a product it advanced in price. That he claimed had been the invariable result so far.

Allan Snyder, Roncesvalles Ave., is strongly opposed to new law. It is especially bad, he believes, as regards flour. Loss of packages would make more work for already overworked grocer and cost to consumer will be higher. The grocer does big work for the community when he keeps a clean sanitary store and this at present means hard work with low profit.

Public Demands Packages

Mrs. K. Shier, Roncesvalles Ave.: Finds the public complaining of new rule. Great objection to bulk goods. People demand packages.

R. N. Dowsley, Roncesvalles Ave., has been in business 20 years and contends that he can sell goods now as in old days when packages were unknown and at a better living profit.

Donald Nicolson, Roncesvalles Ave., favors promoting sale of bulk goods but thinks it would be impossible to handle the modern breakfast foods in bulk.

No Saving to the Public

M. L. Charles, Roncesvalles Ave., believes that the new law will result in no saving to the public. Handling bulk goods in small packages made by grocer

(Continued on page 34.)

CANADIAN GROCER,
153 University Avenue,
Toronto.

IS MR. HANNA RIGHT OR WRONG?

MR. HANNA states that grocers do not handle cereals in bulk. He claims that he has many letters to prove that when the housekeeper goes to the grocery store to buy Graham flour or cornmeal, she is told that the grocer does not carry it, or is handed a brightly lithographed package, that actually costs more than white flour. Mr. Grocer! Is this true? Will you help us to find out? Will you answer these questions? Tear off this coupon, and mail to us promptly. Let us know the truth in this matter.

Do you handle in bulk, White Flour?.....Graham Flour?..... Cornmeal?.....
Whole Wheat?..... Rolled Oats?..... Rice?.....

Do you handle these same goods in packages?.....

Do your customers demand goods in bulk or in packages?..... What proportion of each do you sell?.....

What is your opinion of the new regulation of the Food Controller with regard to package or bulk cereals?.....
.....
.....
.....
.....

Name.....
Address.....

Many Businesses Wrecked by Details

Meeting To-day's Competition—Frank Stockdale, Merchandising Authority, Tells of the Problems of the Retailer and of the Dangers From Without and Within His Business That Face Him—The All-importance of Management.

Frank Stockdale, Advisory Councillor of the United Advertising Clubs, and one of the foremost authorities on Retail Merchandizing Problems is at present delivering a series of four lectures in Toronto. The First of these Lectures with the General Problem of "How to Meet To-day's Competition" is reproduced in brief herewith, because we believe that some of the points raised are points of the most vital import to every merchant at all times, but especially under the trying conditions of the present time.—Editor's Note.

"ONE of the earliest and most important problems with which we are faced" stated Mr. Stockdale "is a problem that is known as 'rising costs', that is, the increased expense of conducting retail business as compared with conducting a business ten, fifteen, or twenty years ago." He stated that an investigation of 1560 stores revealed the fact that the expense of conducting retail business had in the course of twenty years increased until now it was approximately double.

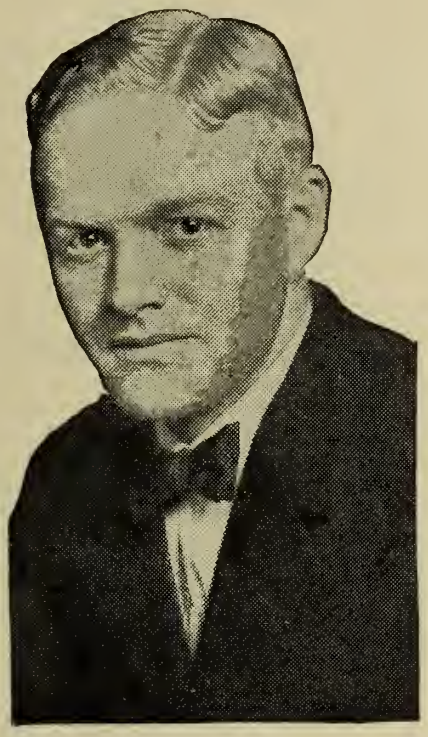
"In the last three or four years I don't know exactly where they have gone, but I know where they are going. Everyone knows what is happening now in the retail business and what is going to happen as long as conditions exist as they are. While the expenses of conducting retail business have doubled, I have yet to find one retailer who has been in business over a period that long, who has been able to increase his gross profit. If the expense of doing business twenty years ago was 12 per cent., to-day it is approximately 24 per cent. If the gross margin twenty years ago was 31 per cent., the man who could run his business on 12 per cent. had a net profit of 19 per cent. The same man to-day would have a gross profit of only 7 per cent. and in some cases the variation is wider. Some cases to-day there are in which only 3 per cent. profit is made where years ago it was 17 per cent. or 18 per cent. The net profit was six times as large 20 years ago as it is to-day.

"This is one of the fundamental points, and it has to be excavated carefully if the retailer hopes for success, consciously or unconsciously.

Cost of Doing Business Dependent on Cost of Living

"Do you realize that costs are rising more rapidly now than they have in the past?" said Mr. Stockdale, who stated as the reason that the cost of conducting a business in a retail store is parallel or based upon the cost of living.

"Whenever the cost of living goes up, the expenses of conducting a retail store go up, just as sure as night and day follow each other," added Mr. Stockdale.



FRANK STOCKDALE.
The Noted Retail Merchandising Expert.

Another fundamental principle was the evolution in the kind of stores, which Mr. Stockdale enumerated as follows:

(1) The crossroads general store which is vanishing rapidly with the advent of automobiles, parcel post and good roads movements.

(2) Specialty stores such as grocery, hardware, etc.

(3) Department store (collection of specialty stores).

(4) Mail order house.

(5) Chain store.

Management the Great Item

"The stores that exist to-day and are making headway are stores that are managed," said Mr. Stockdale, "and their progress is the result of the brain work which is being put into them.

"People in department and chain stores and the men at the head are more alive for information and experience than is the man in the specialty store who manages the whole business himself. Men who run department stores recognize that management is the great thing, and they also recognize that the problem in the department store is to manage managers and to make good managers of the managers who are managed.

"To-day we are face to face with the problem of management. The thing that is holding the margin of profit down is the management of stores. My experience has taught me that management is the most acute of retail problems. A knowledge of how to sell, how to control, how to run a store in general, is the reason for the success and the growth of the various kinds of stores."

Mr. Stockdale pointed out that owing to abnormal circumstances an investigation of business should not be made on present conditions, but should be based on conditions which existed some time back. "If such an investigation is made" said Mr. Stockdale "you will get a clear vision that management is the real big factor in the market."

Three Types of Managers

Outlining three distinctive types of managers, Mr. Stockdale classed them as follows (1) The fearful manager, who is fearful that the man he is directing will not do the job right, and who therefore loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised men who worked with their muscles. The third type which was getting the farthest was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being given on the basis of results.

Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

Referring to the pioneer method of laying roads along the calf paths through new country, Mr. Stockdale reminded the audience that to-day we have progressed beyond the calf path stage and had come to the scientifically laid roadway. This was true also in retail merchandizing, we had developed beyond the calf path stage.

"We must remember this" said Mr. Stockdale, "that we must eventually come to the civil engineer stage, that the problems of retail merchandising must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the "fearful manager" type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance of success is lost."

Mr. Stockdale aptly illustrated his point with a story to the effect that a

travelling salesman who had been calling upon a certain merchant for fifteen years stopped one day on entering the store and asked the merchant, standing with broom in hand, what he was doing at the same time fifteen years previous. The reminder that he had been doing the same operation for so many years brought a much needed awakening.

The Unwisdom of Doing the Work That Others Can Do As Well

"The same principle applies to all branches of business" said Mr. Stockdale. "Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man to-day to do $12 a week work and reap $25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competition struggle.

Driving home his point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and whenever profits get small then we have to figure close.

The Dangers of Waste and Lost Motion

"Two main things to look after are waste and lost motion. Waste which does not consist of any motion at all is the thing in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my profits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that business. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

In conclusion, Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Asked to link up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and get down to principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of this competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was least to blame for the high cost of living of any person in the world.

A merchant, who found a competitor selling the same line of goods cheaper than he could afford to mark them owing to a lack of knowledge of the cost of doing business, queried Mr. Stockdale as to his procedure in such a case. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

Mr. Stockdale set grocers as a class by themselves owing to the fact that so many entered the business with small capital and many left it in short time. On the other hand, he stated that some of the keenest merchants are retail grocers, but added that he did not know how to cure the merchant who is not aware of where his business stands. "This practice," said Mr. Stockdale, "is bad for himself and his competitors, and is bad for his customers, too, in the end."

A merchant in the audience, who had had previous experience with the same difficulty, made answer that in one case a number of merchants troubled with such a competitor paid him a personal visit and showed him the mistake he was making in selling at such a figure that it was plainly evident he lacked a knowledge of the cost of running his business.

"What in your opinion is the chief cause for failure among retail merchants?" was next added.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to do too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In replying to a question re cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck.

Mr. Stockdale was, in conclusion, asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."

MORE CO-OPERATION NEEDED

Frank Stockdale Urges This as One of the Most Important Needs of the Present—Wasteful Systems That Help No One

Frank Stockdale, head of the retailing branch of the Advertising Clubs of the World, spoke before the Toronto Advertising Club at their noon-day luncheon on Tuesday. In the course of his remarks he stated that his merchandising investigations included stores of all classes in 44 of the United States, and found one of the most pressing needs was a closer co-operation between the manufacturer and dealer, and that there was no understanding of each other's conditions by either retailer or manufacturer.

The so-called "dealer-help" that the manufacturer is spending so much money on is, he claimed, missing the mark in most cases. Thousands of dollars are being wasted in flooding the merchant with all kinds of cut-outs, show cards, booklets, etc.

In fact, the dealer was not taken into the manufacturer's confidence and made a partner, so to speak, for the benefit of both.

He believed that the solution of some of the problems of business is in bringing the two classes together by education along broader lines.

J. B. SNIDER DEAD

One of the most prominent citizens and former business man of Waterloo County, Ontario, died recently in the person of John B. Snider at the advanced age of 77 years. Early in his career he was called upon to take over his father's extensive milling and other interests in St. Jacobs. Some years later he disposed of the mills and removed to Waterloo, where he went into partnership with the late John Shuh in a general store which they successfully conducted for 30 years. Later he purchased the plant of the Graybill Mfg. Co., which he operated for about twenty years.

Extending Credit

The Legal Pitfalls That Beset Way of the Unwary—Hints on When a Guarantee of Payment is Good in Law—Some Instances That Are of Common Occurrence.

By Walter E. Lear, Barrister-at-Law, etc

JOHN SMITH kept a general store; and, like others who extend credit, had often been "stung." One of his first experiences was as follows: William Brown moved into town, started to work in the canning factory, and then applied to Smith for credit. Smith asked Brown the usual questions in order to ascertain the likelihood of being paid, and, on being informed that Brown was working in the canning factory, Smith called the manager on the phone. Hiram Coygne, the manager, told Smith to "let Brown have what goods he wanted and if he didn't pay him he would." This satisfied Smith, and Brown was given what goods he wanted. The bill ran along for a time, and then Brown moved out of town leaving Smith in the hole. Smith asked Coygne to "come over," but Coygne refused, saying that Brown had quit his employment and he had no more chance of collecting from Brown than had Smith. Smith sued Brown on his guarantee, but all he got out of that action was the information that, way back in King Charles the Second's reign, an Act of Parliament was passed, known as the Statute of Frauds, which enacted that, "No action shall be brought to charge any person to answer the debt, default, or miscarriage of another unless the agreement, or some memorandum or note thereof, be in writing signed by the party to be charged." Smith's first lesson in law was pretty dear; he lost his goods and had to pay the costs of the court.

No Personal Acceptance of Liability

Some time afterwards Mr. Harris moved into town and applied to Smith for credit, producing a note from a well to do farmer which read: "Mr. Harris is all right, give him what he wants." (Signed), "James Hay." Smith thinks to himself: "Well, Hay is good and I have his note in writing and I can make him pay if Harris don't." Smith extended Harris credit, but Harris failed to pay. Smith sued Hay, and produced the written note to the Court, but the Judge informed him that while he had a note in writing and signed by the party to be charged, still there was nothing in the note to show that Hay ever intended to be personally liable for Harris's debt. The note was only a personal opinion of Hay that Harris would pay, and personal opinions do not create personal liability. By this time Smith began to realize that he was gaining a knowledge of law, but was paying too high a price for the knowledge gained.

Attempted Sharp Practice that Failed

George Sharpe, having heard the Hay case in court, sent Horace Wood, his brother-in-law, in to Smith with a note saying; "The bearer Horace Wood owns a good farm in Murray township and he will pay you for any goods he may require." Signed, "George Sharpe." Smith by this time was a sadder but wiser man, so he told Mr. Wood that he would wait on him in a few minutes, but he had to first take this parcel across the street as Mrs. Jenkins was waiting for it. Smith slipped into his solicitor's office, showed him the note, and was informed that it was safe to supply the goods. Smith went back and filled the order and as time went on a considerable bill was run. Wood failed to pay, and Smith sued Sharpe. Sharpe pleaded that there was nothing in the note to show that he ever intended to be liable for Wood's debt. Smith's solicitor informed the Court that Wood married Sharpe's sister, that Wood never owned a farm, that the farm belonged to Wood's wife, that Sharpe knew perfectly well that the farm belonged to his sister as it had been willed to her by her father, and further that the whole thing was a scheme to defraud Smith. The Judge informed Sharpe and Wood that Smith might lay a charge against them for conspiracy to defraud and the best thing that Sharpe could do was to pay up. He then gave Smith judgment with costs.

Smith was elated with his success, and related his earlier experience to his solicitor, who informed him that there was no necessity to get any written note at all from the person who was to guarantee an account. All Smith had to do was to inform the person who offered to go security that he would be pleased to supply the goods and charge them to the surety. If the surety agreed, then he was not agreeing to answer the debt, default or miscarriage of another, but was letting another pledge his credit, and such authority need not be in writing. The person who got the goods became the agent of the surety and the surety was liable in the same way as a man is liable when his wife, child, or servant goes to the store and pledges his credit.

The bench warmers of the court room, the checker players and other leading lights of the town are now sitting around Smith's stove eating peanuts and talking about how the Judge changes his mind every time he holds court. Smith laughs to himself, for he now knows his business. He has found out like many other progressive merchants that it pays to invest a couple of dollars now and then in getting advice from his solicitor. Smith knows that his solicitor spends far more money in his store in a year that he pays for advice. Smith says that it pays him to carry a little "Dead-Beat Insurance" far better than so much "Fire Insurance." His business may never burn but he has dead-beats after his goods every day.

FOOD SUPPLIES FROM OUTSIDE 50-MILE RADIUS OF TORONTO

At a recent meeting of the Trades and Labor Council in Toronto, the president, Mr. John Hunter, representing a group of farmers outside a radius of fifty miles from Toronto stated that farmers within a radius of fifty miles of the city were controlled by the monopolies, and the producer had very little to do with the fixing of the retail price. A number of farmers, organized to fight the monopolists, commission men, and middlemen were prepared to sell their crops at the following prices:

Corn, 10c per doz.; berries, 5c to 6c per quart; peaches, 35c to 40c per basket; tomatoes 35 cents per bushel, potatoes 60 per bag; milk, 7c to 8c per quart; cheese, 21c per pound.

Mr. Hunter suggested that other commodities could be supplied on a similar scale of reduction, and suggested that the consumer in the city organize and provide a place that could be used as a receiving and distributing centre.

STARCH WORKS MAY CLOSE

Corn importers who recently met in Montreal state that the situation resultant from the United States embargo on corn is so serious that, unless some relief is forthcoming soon, the supply of corn in Canada for manufacturing purposes will be exhausted, and starch and other manufactories using corn in their products will have to close down. The embargo went into effect on October 1, and it is stated there are large accumulations of corn at Chicago and at points along the border awaiting official permission to enter Canada. It was decided at the meeting of importers that a conference should be arranged with the authorities at Washington with a view to having the embargo lifted.

HOUSEWIVES ORDER BUTTER

The Supreme Council of the Quebec Housewives' League is calling for tenders for between 30 and 40 tons of butter for its members. It is expected a number of tenders will be made by Ontario dairies.

Curtailed Fish Supply in Winter

Acting Deputy Minister of Game and Fisheries Expects Decrease in Volume of Fish Shipments in Winter Months—Scheme Yet in "Baby Stage"—Irish Trade Imperilled—New Fish on U.S. Menus.

WITH eight inches of snow on the ground at Lake Nepigon and freezing conditions prevailing at the other sources of supply, the Ontario fish distribution scheme is sustaining its first difficulties. It is not expected that these difficulties will be reflected in the quantity of fish being shipped to Ontario points for two or three weeks yet, according to the statement of Mr. D. Macdonald, Acting Deputy Minister of Game and Fisheries, as made to CANADIAN GROCER, but it is expected by the department officials that the supply will be greatly curtailed during the winter months. The fish are caught by means of gill nets through the ice, and owing to the fact that the territory covered is not as extensive as would be the case in summer, the fish catch obviously is not as large. Higher prices have to be paid by the Government for the fish, but it is not expected that any increase will be made in the price to the retailers or consumers.

When asked regarding plans for the future development of the fish scheme, Mr. Macdonald stated that it was "a mere baby as yet" and that there would be little to be said until next spring when the Government planned to increase the scope of the fish distribution.

Mr. S. L. Squire, Government Distributor, stated to the CANADIAN GROCER that the fish situation was unchanged, which may be taken to mean that shipments of fish are being made in the same quantity or in slightly increased quantity. An increase might be expected for the few weeks before the inland lakes become frozen over.

Government Fish for Bridgeburg, Ont.

Local patriotic societies are endeavoring to secure shipments of Government fish twice weekly for Bridgeburg. Fish will be supplied to any centre asking for it according to the Government scheme, and on this basis Bridgeburg societies are in touch with the Food Controller.

Lake Winnipeg Whitefish

The demand for Lake Winnipeg whitefish, acknowledged to be the finest in the world, is increasing and, with the added demand for fish of all varieties, it is expected that this delicacy will be found in all the principal markets before long. The regulation by the Food Controller is being observed throughout Manitoba and the fuller introduction of fish into the menu of all the leading cafes, clubs and hotels in Winnipeg is noticeable.

Canadian Scheme Imperils Irish Fish Trade

It is stated on good authority, that Canada has added another grievance to Ireland by the development of the Canadian frozen fish trade. It is feared that Ireland's export trade of half a million pounds yearly will be endangered. Better pier, harbor and boat accommodation is being asked for in order that Ireland may meet the new competition.

"Fish" Activity in United States

Judging from the amount of newspaper space being devoted to fishing activities in the United States it is evident that the introduction of fish to the daily menu is being regarded with equal importance in the States as in Canada. The United States Bureau of Fisheries is introducing some new types of fish which have not been included in the fish distribution scheme in Canada as yet.

Planked whale steak is one of the dishes served at a leading New York hotel now, and it has been well received by even the most exacting tastes. It is said to resemble young pig in texture and taste. Several hundred pounds of whale meat were later reported to have been shipped to the hotel in order to satisfy the demands of the guests.

"Eat the carp" is the caption of an attractive poster issued by the U. S. Bureau of Fisheries in connection with a campaign to popularize the eating of carp in regions in which it occurs, as an abundant food fish. Squids have also been suggested as a fish article of diet Squid meat digests more slowly than some other meats such as herring, mackerel and boiled egg white, but the slow digestibility does not indicate any inferiority in food value, but suggests that it would properly be a part of the heavy meal of the day.

Curing Shark Meat

Although the meat of some sharks, prepared in various ways, has been eaten, a particular prejudice has been held against certain kinds of sharks, especially the sand shark which has been claimed to be absolutely unfit to eat. Recent experiments by the U. S. Bureau of Fisheries have proved that the meat of sand sharks has been found especially pleasing in flavor and texture and it is declared by some to be equal to swordfish.

While it is said to be probable that shark meat when once thoroughly introduced to the market, will, like swordfish, be so quickly sold that there may be little or no necessity for the application of curing or other preserving methods, nevertheless attention has been given to the proper means of smoking and salting. It has been found that shark meat is best salted dry since in any wet process it has a tendency to develop a disagreeable ammonia smell. The fish is split and the backbone removed in such a way as to leave no parts over 2 inches in thickness, in order that the salt may strike through quickly. Shark meat, not having a great amount of oil, is not an ideal meat for smoking. Yet a light smoke, applied gradually for about three days, makes an agreeable product which so far has kept well. It is no less true of smoked shark than of salted shark that it must be kept in a dry condition. The texture of shark meat, either salted or smoked, lends itself particularly well to the preparation of shredded meat.

LARGE CEREAL SHIPMENT TO FRANCE

The purchase abroad and transportation of about 122,000,000 bushels of wheat and other cereals is one of the problems of France for the campaign of 1918.

Four hundred thousand tons of shipping per month will be required for the importation of supplies the country must get on the outside.

The realization of this problem will be partly accomplished through the unified allies' purchasing board, eliminating more and more private trade with the country; the development of a Ministerial Department of Supply will eliminate commissary department buyers, while increasing stringent measures regarding shipping will increase the tonnage available for this object.

WHOLESALERS SHOULD NOT MAKE OVER 11 PER CENT.

The Canadian Food Controller announces that in his opinion the spread of gross profits allowed to wholesalers in apples throughout Ontario east of Port Arthur and Fort William and in Quebec, New Brunswick, Nova Scotia and Prince Edward Island during such accounting periods as are prescribed by the Food Controller should not exceed eleven per cent. on the average selling price thereof until Dec. 31, 1917.

The Food Controller will also authorize the Fruit and Vegetable Committee or members thereof, to act as commissioners to hold public investigations into the profits of the wholesale fruit or vegetable dealers, and if necessary, to fix the gross profit allowed on any fruit or vegetables after Dec. 31, 1917, in accordance with the findings of such commission.

Margarine Manufacture in Canada

Uncertainty of Continuance of Permission to Manufacture Restrains Manufacturers From Taking Immediate Action—Question of Duty on Oleo and Cottonseed Oils Also a Factor—As the Law Stands at Present it is Cheaper to Import Than to Manufacture.

THE order-in-council withdrawing the prohibition against the importation and manufacture of margarine in Canada is published herewith, and shows how carefully the public health is safeguarded in the regulations to maintain the high standard of the product. The danger of its substitution for butter is carefully guarded against by the regulation for the proper marking of the package.

The problem now arises as to whether the product will be actually manufactured in this country, or whether it will merely be imported from the United States. The great argument raised by the large packing houses and produce handlers, who would be the natural manufacturers of this product, is that the order-in-council sets aside the legislation against margarine only "for the duration of the war." This is a very indefinite period, and is hardly likely to offer any great inducement for a manufacturer to enter upon the heavy expenses that the erection of a margarine plant would entail, with the possibility that its usefulness would be terminated in six months or a year.

Then, too, there is the point of the duty on margarine products. The duty has been entirely removed on the manufactured product, even the war tax, and already shipments of the product have been received and are on sale. There has been no statement, however, that oleo-oil and cottonseed oil, two of the principle components of margarine, will be admitted duty free. In the event of the duty on these products not being withdrawn, it would, of course, cost less to purchase the product across the line than to manufacture it in this country.

If these two points can be settled, there are a number of firms who have signified their intention of entering upon the business.

The permitting of the use and manufacture of margarine received wide approval throughout the country. Members of grocery trade differ in their opinions as to probable extent of the sale of margarine. Some grocery stores, the trade believes, will sell a lot of it, but other stores will sell very little. It has been pointed out that the well financially situated customers will probably continue to give butter the preference even if the price goes higher. All of the grocery stores however will likely handle margarine. The actual order-in-council is as follows:—

WHEREAS attention is drawn to the abnormal demand for butter due to war conditions and to the very great probability that such abnormal demand and consequent high prices will prevail for this product for some time to come:

And whereas it is in the public interest, under the special conditions above named, that other fats should be available in Canada under strict and reasonable conditions as a substitute for butter.

Therefore His Excellency the Governor General in Council, under and in virtue of the provisions of The War Measures Act, 1914, is pleased to make and enact and doth hereby make and enact the following regulations providing for the importation to Canada and the permitting of the manufacture, sale and possession within Canada of oleomargarine and establishing the conditions of such importation, manufacture, sale and possession, such regulations to

(Continued on page 34.)

Buy Canned Goods Now

ONCE more we are permitted by the Food Controller to sell Canned Goods.

Quantities are limited.

Perhaps we ought not to be encouraging you to stock up now.

However, we put it up to you to be foresighted.

We're not offering you bargains. No need to do that.

Also, some lines are scarce.

We quote you as follows:

....	.00
....	.00
....	.00
....	.00
....	.00
....	.00
....	.00

To avoid disappointment later on, you are advised to use the present opportunity.

Phone us—Main 666.

Brown's, Purveyors
100 High Street

FISH--MORE OF THEM

SHIPMENT will arrive Thursday.

Get what you want by ordering ahead. It's the only way to make sure.

The fish are good—and the price is right.

Also, fish certainly is a welcome change.

Furthermore, the Food Controller asks that you eat less meat, and fish helps you do it.

Varieties and prices as follows:

	Per lb. Whitefish	Steaks
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

Phone us—at once, Main 666.

Brown's, Purveyors
100 High Street

BROWN SUGAR

BROWN sugar is more plentiful than granulated. You'll have to come to it sooner or later—and later, perhaps, it will be just as difficult to get as is granulated now.

We're giving you the facts. If you want to conserve granulated, and if you want to protect your own future supply, buy brown sugar when you can. This is our message to you next week. Read what we have to say to you—and act.

Phone us your orders. Main 666.

Brown's, Purveyors
100 High Street

Specimen advertisements which retail grocers everywhere can adapt. They may be used for larger spaces if the grocer wishes to give bold display to his announcements.

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON NO. 7.

Air Brush Work

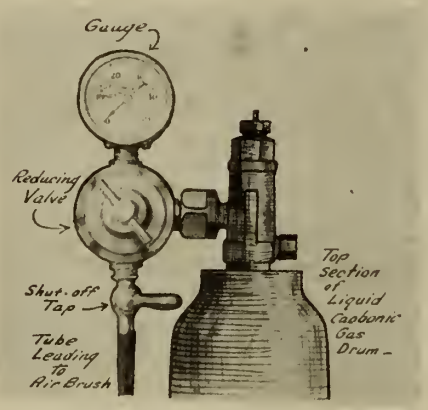
THIS lesson begins a new phase of cardwriting which has never, to our knowledge, been taken up so thoroughly and minutely by any trade journal in the Dominion.

Beginning with this lesson, we give a detailed account of the many uses of the air brush for making better show cards, together with full instructions regarding its operation, and what material to use to get the best results..

While the majority of you are probably strangers to the use of the air brush, there may be those among you who are familiar with its uses and possibly even own one of your own. A careful study of this lesson will not only initiate the novice in the mysteries of the art, but will put the old hand in the way of becoming an adept in this branch of the work.

Before going into the many uses of the air brush it will be interesting to know something of its history and its make up. To start with, the air brush was not originally intended for show card decorating. It was invented and made for the purpose of enabling the artist to get shaded and clouded effects more rapidly than could be done by any other means. It proved such a success that air brush work was gradually made use of in various forms of advertising.. Then latterly, when this instrument was manufactured at a more moderate price, it was easily seen what a big advantage it would be to the cardwriter, and it has proved itself an invaluable asset ever since.

The air brush, like all new inventions, was far from being perfect when first brought out, but as one improvement has been added to another, we have to-day an almost perfect instrument for spraying



ink. It can spray anything from a hair line to a wide, misty cloud, and can change from one to the other in an instant.

The air brush itself is not any thicker than a fountain pen, and not quite so long. Most of the metal parts are turned out of brass and nickel-plated. Each part fits perfectly, being measured to the thousandth part of an inch.

Of course, various makes have various styles, but all work on practically the same principle. Some have ink cups on the side; others glass jars underneath for holding the ink. The lever which regulates the supply of compressed air and ink is situated on the top, and is operated by the fore finger. The principle on which it works is this: The compressed air being released, is forced through and out of the point of the brush, the operation sucking the ink from the ink container and breaking it up into a fine spray as it passes through the point.

On the under side of the air brush is an inlet with a valve placed in it. To this is attached the tubing which conveys the compressed air from the tank. This valve is opened and closed by the lever on top, which also regulates the flow of ink.

Air Pressure

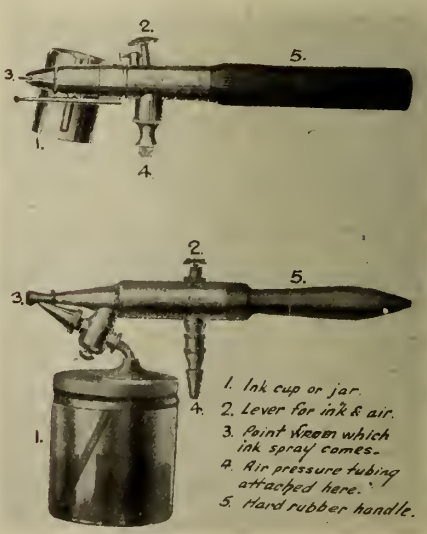
Many are the methods for producing the compressed air, and it is up to you to pick out that which is most suitable for your particular requirements. An electrically-driven pump for use of person needing compressed air continuously is too expensive a method for one having only a few cards to decorate daily. A water motor pump, which can be attached to the city waterworks, is also unnecessarily expensive for the store cardwriter. One of the most practical and handy pressure outfits is the carbonic liquid gas outfit. This is excellent if you can obtain the gas drums. These are the same as those used to operate soda fountain. Only the contents of the drum are sold, the drum being returnable when empty. What you have to obtain is the reducing valve and gauge, as shown in Fig. 2. This is screwed on, as shown in illustration. The tap underneath regulates the supply of gas coming through the gauge and the tap at the outlet turns the gas off and on as required. This is an outfit recommended because there is no pumping to be done.

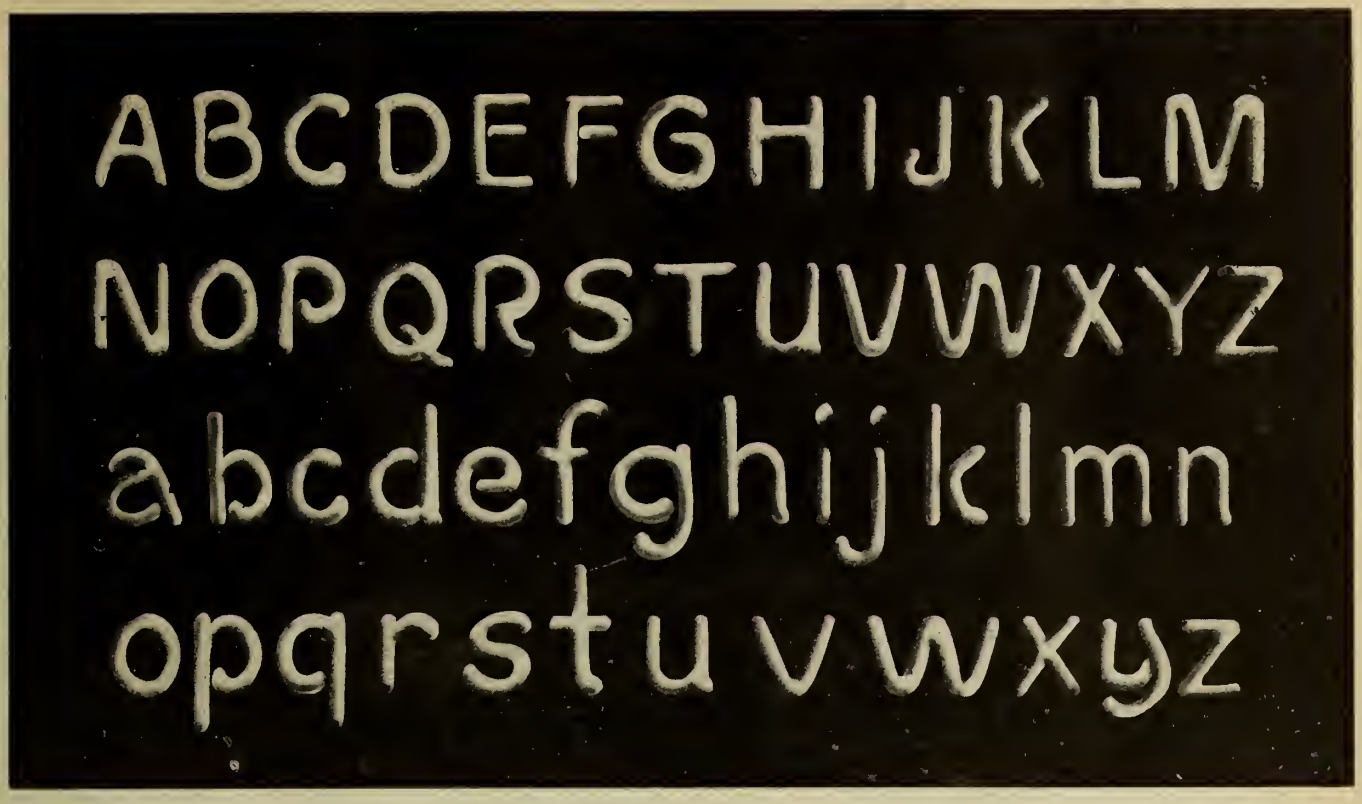
If you are so placed that you cannot obtain these tanks, don't buy this outfit. You will have to revert to the hand or foot pressure outfits. The hand pressure will do the work, but is not as easily operated as the one pumped up by the foot.

The foot pump outfit consists of four distinct parts—(see Fig. 3)—the swing for the foot to rest in and the pump (both of which are on one board), the air tank and the gauge on top of it. This outfit is a very handy one, and can be moved from place to place much more readily than can the gas outfit.

Air Brushes

Many are the varieties of air brushes manufactured and used by artists and cardwriters, and the majority of them give perfect satisfaction. Some are made expressly for art work, and of late years less expensive ones have been made expressly for show card work. Show card writers' supply houses can give full information as to the best one for your particular work. Fig. 1 shows two models which have been selected from the catalogues of different makers. This is just to illustrate what the brushes are like, and does not mean that these particular models are any better than others. This illustration is self-explanatory. Of course, it just gives you a general idea, but you will find experience is the best teacher.


1. Ink cup or jar.
2. Lever for ink & air.
3. Point through which ink spray comes.
4. Air pressure tubing attached here.
5. Hard rubber handle.



Air Brush Cleanliness

Experience will teach you a great deal more about the handling of the air brush than you can ever learn from text books, but a few words about the care of this delicate instrument may save you many dollars in repair bills. First of all, treat it as you would your watch. It's mechanism is very accurate, and must remain that way, so keep the brush clean at all times. That is, when you are through with it, do not allow any ink to remain at all, or it will corrode, thus causing the small passage way to clog.

First of all, empty the ink out of the ink container, and run clean water through the brush until all traces of it have disappeared. Then run through a small quantity of wood alcohol. This will cut all traces of foreign matter and leave the brush nice and clean for the next time. All threaded joints of the air brush, which are frequently taken apart, should be rubbed with a little vaseline once in a while. This will keep the joints from sticking. You are given a holder with the outfit for the brush. Be sure and use it. Don't leave the brush lying on the desk. It is a bad policy, and is liable to do harm to the brush.

Ink to Use

Cardwriting supply houses or art stores have special inks for air brush use. These come in all standard colors, and by mixing these colors you can obtain any neutral shade you desire. Black ink for this work should be waterproof, because it is used for shadow script work, which will be taken up later.

Some of the outfits have an ink strainer with them. This is an excellent idea, because dust is liable to get into the ink and block up the passage. Keep your ink strained therefore, and you will have less air brush trouble. Several thicknesses of cheese cloth will also strain the foreign matter out of the ink.

Don't start any complicated work. Keep to the simplest forms until you have mastered the handling of the air brush. One of these is shading on the surface of letters to give them a round appearance. This is mostly done on a rather bold faced form of lettering so as to give it the rounded effect. The Roman lettering does not stand out so well treated in this manner.

First of all you want to know what colored letters on what colored cardboard make the most effective combination for this shaded work. A black card with a white letter, the latter rounded up with green or black ink, makes a good combination. White letters on a dark grey card rounded up with black ink is another good one. White letters on a brown card air brushed with brown or black ink also show up well. A white card with a red letter shaded with dark green or black ink makes a striking combination. There are many others that can be worked up, but these are a few of the standard combinations which should be enough to start.

A close study of the chart will give you a good idea of how the letters should appear when completed.

You will notice that the heavier spray is put on the lower and left hand side of the letter. This is what makes it stand out and give it the rounded appearance.

Work with the brush about an inch away from the letter. Hold the brush lightly, but steadily in the hand so that the spray can be put on evenly.

The finished card illustrates air brush work when completed. You will notice that very few words are used on this card. This gives you more chance to make a bold-faced letter which can be rounded up to better advantage and more easily than the smaller variety.

The alphabet illustrated and used on the completed card. is especially adapted for air brush work. It is made with the brush stroke method and the ends of the strokes you will notice are rounded instead of square. This is a new type for my readers to practice, and will be found quite easy to execute, especially if you have accomplished other brush stroke lettering as shown in previous lessons.

CANADIAN GROCER

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ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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Vol. XXXI. TORONTO, NOVEMBER 2, 1917 No. 44

EDITORIAL BRIEFS

"THE consumer who pays his bill every sixty days and insists on delivery four or five times a day, is going to feel and probably complain of the high cost of living. He has, of course, put the market up on himself."

FELLOW merchants, let us take our hats off to J. Ogden Armour, who voiced the words quoted above, and say a heartfelt Amen!

* * *

THE sugar question is once more to the fore, brought there by the indefatigable Mr. Hanna. The best argument against the excited conditions induced is the statement appearing in the newspapers announcing the decision of one large sugar refinery to reduce the price of sugar. Once unprecedented buying is stopped, there will be no danger of a famine, and this is about the most effective way of stopping it.

* * *

THE Toronto milk producers were asked to postpone their demand for an increase in price in order to give the Food Controller's committee time to look into the matter. The time asked for has expired, and the milk committee is as mum as the proverbial oyster. There will be an increase to 14 cents a quart for milk. All these food control committees seem to be very long on deliberations, but very short on actual results.

* * *

AFTER all it does not seem that we are going to get potatoes for nothing this year. The New Brunswick growers report a very heavy falling off in the crop, and in those parts where no such condition exists there does not seem to be any inclination to sell the potato for the modest sum that was so confidently expected early in the spring.

* * *

"THE Cabinet has decided to extend the increased barrelage of 33 1-3 per cent. of beer permitted during the summer months to the ensuing quarter. The extension has been granted on a recommendation made by Lord Rhondda after most careful inquiries as to whether, having regard to the food situation, grain could be released for the purpose."—*The Times.*

One of those little items that keep us from being too enthusiastic about eating brown bread when we prefer white, in order that the wheat may be saved for our allies.

COMPETITION THAT ENHANCES PRICES

GENERALLY speaking everyone is willing to admit that competition tends to reduce prices. Therefore the neighborhood is rather inclined to rejoice and prophecy better things when they see the growing crowd of small stores growing up mushroom-like in the neighborhood. There is a reasonable basis for the competition idea. But the competition must be legitimate competition. One of the things that the retailer most urgently needs in these days is some protection from the fly-by-night type of merchant who comes into the neighborhood and cuts a wide swath for a time and departs to make room for another of his kind. These nomads of the trade actually boost prices by reducing the volume of business that is done by the individual store. Too much competition is just as harmful as too little, and, as surely as average competition will tend to keep prices at a true level, just as surely will too much competition force prices beyond their rightful limit.

HIGH PRICES BUT NOT NECESSARILY EXPENSIVE

THERE is a nice distinction between the high-priced article and the article that is actually expensive. The high-priced article is one that is high in price and yet returns to the purchaser in some form or another a full and bountifully full value for the outlay made. It has been suggested that this is one of the viewpoints on the package goods discussion that has as yet been left untouched. It has been a pretty general contention that the cost of the packaged article is very much higher than that of the bulk goods. Let that point be granted, there yet remains the fact that under certain conditions these goods may actually be an economical purchase even for the poorer classes. Take the case of the poor family, both of the parents working to make a livelihood. What they need is a prepared food with a good food value rather than a food that takes a good deal of preparation. The value in this instance lies in the facility with which the goods

may be used, yet it is a real value. This is only one suggestion. There are a thousand and one ways in which actual value can be reckoned. The price is never the only consideration in such a question.

CANADIAN GROCER'S 30 YEARS OF SERVICE

WITH this month the CANADIAN GROCER has completed the thirtieth year of its active existence. Age does not of necessity prove anything. But when a trade newspaper has thirty years of service to its credit, it is a sure proof that it has advanced beyond the experimental stage, and has actually become a real factor in business. Thirty years ago the grocery trade was far different from what it is to-day. Circumscribed within narrow lines, the goods that crossed the counters of the grocery store were only a small fraction of the many lines handled to-day. Certainly within the course of the last thirty years the grocery trade has developed from small things into one of the most important businesses of the country. The modern store, equipped for the expeditious and sanitary handling of large stocks of goods, is unquestionably a product of this period. In this story of development it is possible to say with all modesty that CANADIAN GROCER has played its part.

Ever since its inception, the idea behind this paper has always been one of service to the reader, an ever-growing service, that should aid the grocer in the better understanding and the better management of his business, that should provide him with an incentive to better things. With its growing strength, and its ever widening field, it has been enabled not only to get a wider outlook on the situation, but to spread its influence over a far broader field. In this way its service to the reader and to the advertiser has been a real, a lasting, and an ever enlarging service.

In the next thirty years developments, whatever form these developments may take, it is confidently expected that CANADIAN GROCER, by reason of its larger scope, will be enabled to be of still greater service to all those agencies whose interests are those of the grocery trade.

AUTO BETTERS COMMUNITY LIFE

LATEST figures available indicate that the farmer is the one who is buying the automobile to-day. The prosperity of the farmer is going to be a splendid thing for the community at large. Just what does it mean?

It means better roads. It means better community life, it will help the "Back to the Land" movement as perhaps no other agency would. It has not been the work on the farm which has influenced the movement of the young people towards the cities—it has been the lack of entertainment, the feeling that they were stranded where there was no outlook but work, work, work, from morning to night.

Now the auto has changed all this. After the day's work, a few minutes' ride in the car brings them to town and a picture show, or they can enjoy a trip through the country visiting their neighbors.

The auto will prove of great educational value in many ways to the farmer. He will be enabled to go distances of 20 or 40 miles to see special tractor demonstrations or special stock exhibits — trips he wouldn't undertake with a horse and buggy and perhaps couldn't arrange for by train. There is no doubt that travel broadens the outlook and the farmer may not think so badly of his home town when he sees some of the others.

This is where an organization of the retail merchants in each town could do a great deal of good for themselves and the surrounding country. Make your town attractive, welcome the farmers, eliminate the corporation limits, and make it a pleasure for the people in the surrounding country to come to your town to do business. It means dollars and cents to you apart from the real joy that you will derive in doing something for somebody else.

THE WAR AND MAN POWER

DISCUSSING the effect on labor which the enforcement of the Military Service Act will have, *The Financial Post* says, editorially:

There can be no doubt but that the enforcement of conscription—the taking of at least another hundred thousand of Canada's ablest men—is a menace to the country's productive capacity. But there is no general murmur on that score. If the application of the measure is made fair and equitable and the exemption boards display a real knowledge of the country, there will be no complaint.

But there are other points in the labor situation which are worthy of cool thought. The taking of another hundred thousand men will aggravate a labor problem already very acute. Seeds of unrest are being sown with the working classes by a near-socialistic press. With the club which will be supplied by the taking of the first draft, labor will be in a position to make even stronger demands.

We note in the conscription announcements that no man will be allowed to take a lower wage to secure exemption, or no employer permitted to reduce wages because of influence used in behalf of a draftee. Such provisions are wise, even though they would only apply to very exceptional cases. We believe that under the circumstances and considering the high cost of living that employers should not only maintain wages, but increase them if possible. But there is more liable to be a crisis in the other direction. With the demand for labor continuing, the reduced ranks are likely to take advantage of their position to enforce higher wage standards than conditions warrant. There are problems in the making here for an energetic and capable Minister of Labor.

OPINIONS ON PACKAGE GOODS

(Continued from page 22.)

is bound to raise cost to consumer. Cartons are the logical outcome of advance in sanitary and pure food education.

R. M. Canfield inclined to accept the inevitable. The Food Controller, he believed, will soon make a situation which will require readjustment from both sides.

E. Davey: New law O.K. as regards rolled oats, but breakfast patent foods cannot be sold in bulk in a way to make for economy or conservation.

Duncan Bell, Bank Street, Ottawa, was of the opinion that the abolition of the packages would be a serious retrograde step. It would in no way help to conserve food, and would make for waste as well as impurity of foods. By this action he believed that the campaign for cleanliness and wholesomeness had been given a serious set-back.

J. Bambrick believed it would be impossible to handle the fancy breakfast foods, flakes, biscuits, etc., in bulk. He always carries Graham and whole wheat flours in bulk. Rye flours were not easily obtainable from the miller.

Mr. Allard, of Provost & Allard, thought conservation would not be promoted. Packages should, he thought, be continued, but net weight should be stamped on packages, subject to law. The waste from vermin, etc., would much more than make up for any saving in bulk handling. Their firm were not excited over the ruling, as they believe the Food Controller's good sense will show him the futility of enforcement.

Believes Would Increase Price of Bulk Cereals

L. N. Bate, of Bate & Co., Sparks Street, strongly favors the new law. He states that he would always prefer to sell in bulk, but the public absolutely demands the packages. Some small fancy foods, biscuits, etc., sell at a price quite out of keeping with any food value. He admits, however, that sale of bulk goods will increase the price of bulk foods owing to necessity of added labor, which is hard to obtain.

J. A. Walsh, manager of grocery department, Bryson-Graham, insists that new law does not mean conservation. The grocer cannot get 100 lbs. of small packages out of a 100-lb. barrel or sack. Loss of weight means added cost. Breakfast foods, etc., would be impossible to handle in bulk. The public demands the package, even knowing that the cost is higher. Public health is a serious item for consideration.

J. A. Kelly, O'Connor Street, Ottawa, believes that the new law would simply drive certain lines from the market. The law is involved all round. Corn starch and patent foods are impossible to handle in bulk. The order he believes is a serious move backward. The grocery store will go back to conditions of 20 years ago.

T. S. Nagle, Elgin Street, Ottawa, is also seriously opposed to new order. It would mean that people would simply stop using many cereals, etc., as they could not take them in bulk or 20-lb. containers. Sanitary conditions of meal, etc., not to be guaranteed under new rule.

The scope of these enquiries has been naturally limited. It is urged however that every merchant should interest himself in the matter. The CANADIAN GROCER is anxious to know exactly the actual state of affairs in regard to bulk and package goods. For that reason the following coupon is attached. Will you assist by filling in the coupon and returning it with your opinion on this vitally important question?

MARGARINE MANUFACTURED IN CANADA

(Continued from page 29.)

be in force and to have effect for the period during which the present abnormal conditions continue, the conclusion of such period to be determined by His Excellency the Governor General in Council, as provided in the said regulations, and as a war measure only:

REGULATIONS.

1—On and after the first day of November, 1917, and until the Governor-in-Council has by order declared that the present abnormal conditions have ceased, paragraph (a) of section 5 of the Dairy and Industry Act, 1914, Statutes of 1914, chapter seven, shall be suspended insofar as it provides that no person shall manufacture, import into Canada, or offer, sell or have in his possession for sale any oleomargarine, as hereinafter defined, and the importation, manufacture, offering for sale, and having in possession for sale of any such oleomargarine shall be permitted, subject, however, to the rules and regulations hereinafter set out.

2—For the purpose of these regulations "oleomargarine" shall mean and include oleomargarine, margarine, butterine, or any other substitute for butter which is manufactured wholly or in part from any fat other than that from milk and cream, which contains no foreign coloring matter, and which does not contain more than sixteen per cent. of water.

3—No person shall import or manufacture oleomargarine without having first obtained a license from the Food Controller for Canada, such license may at any time be cancelled by the Food Controller for the violation of any of the provisions of these regulations or of any other regulation made by His Excellency the Governor-General-in-Council, or by the Food Controller.

4—No oleomargarine shall be manufactured in Canada unless it has been manufactured under the supervision of the Minister of Agriculture of Canada, and no oleomargarine shall be imported into Canada unless it has been manufactured under Government supervision in the country of production and is accompanied by satisfactory evidence of such supervision.

5—Oleomargarine shall not be manufactured in any premises used as or connected with a butter factory, and no butter manufacturer or any person who handles butter for the purpose of reworking or mixing it shall be given a license to import or to manufacture oleomargarine.

6—No preservative shall be used for or in oleomargarine, except salt, without the written permission of the Food Controller.

7—No person other than a manufacturer of oleomargarine shall mix oleomargarine and butter.

8—Every person who either imports or manufactures oleomargarine shall keep a book, in which is entered the date of each importation, purchase, sale and shipment of oleomargarine, and the quantity so imported, sold or shipped, the person from or to whom it has been purchased, sold or shipped; the place from, in or to which it was imported, sold or shipped, and the name of the railway or steamship company by which such oleomargarine was transported; and such book shall be at all times open for inspection by the Food Controller or any person authorized by the Food Controller to examine the same.

9—The Food Controller shall have power from time to time to regulate the price of all oleomargarine sold in Canada, and may determine the price with respect not only to the quality of the oleomargarine but also to the place in which it is sold.

10—Every package, open or closed, and containing oleomargarine, must be durably and clearly marked "Oleomargarine" on the top, bottom and sides of the package itself in printed letters not less than three-quarters of an inch square, and if such oleomargarine is exposed for sale by retail there must be attached to each parcel thereof, exposed, in such manner as to be clearly visible to purchasers, a label marked "Oleomargarine" in printed capital letters not less than one-half inch square.

(2)—Every person selling oleomargarine by retail in packages other than packages so marked shall in every case deliver the same to the purchaser in a paper wrapper on which is printed in capital block letters not less than half an inch long and distinctly legible, the word "Oleomargarine." No other printed matter shall appear on the label.

(3)—In all hotels, restaurants and public eating houses where oleomargarine is served there shall be prominently displayed in some conspicuous place a placard containing the words "Oleomargarine served here," in capital block letters not less than one and one-half inches long.

(4)—No label, placard or brand shall be used until it has been approved of by the Food Controller.

11—There shall be no customs duty charged on the importation of any oleomargarine into Canada that complies with the above regulations.

12—Any person violating any of the above regulations shall be guilty of an offence and shall be liable, on summary conviction, to a fine not exceeding five hundred dollars, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment.

WHEAT BREAD WITHOUT GRINDING

The Italians are credited with having invented a method of making bread from wheat without grinding it. After being well washed the wheat is soaked in warm water for three days, by which time it has become quite soft. The grain can then be kneaded in the ordinary way, made into loaves and baked after being allowed to rise. Bread made in this way has a much higher food value than the ordinary article as even the husk has useful dietetic qualities. The wheat should be of good quality for this process and, of course, should be free from dirt, seeds or other grain. Hence, though no grinding is needed, the processes which precede this operation must be carried out. In view of the shortage of labor and fuel this process of making bread should be particularly worthy of adoption at the present time.

COCOA CROP OF GUADELOUPE

There is, reports Consul Henry T. Wilcox, French West Indies, every indication that with continued good weather the coming crop of cocoa, the harvesting of which will probably commence early in November, will be very good. The trees and pods being in splendid condition, it is hoped that the present hurricane season—August, September, and October—will pass without the severe losses that a few hours of heavy wind will cause.

Two effects of the war, the scarcity of labor and of tonnage, will probably be felt to some extent by the cocoa planters, but in spite of these drawbacks a profitable harvest is expected.

The markets of France always take the entire output of the colony, which annually amounts to more than 2,000,000 pounds.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Plans are being made already to stimulate food production in New Brunswick next year.

Fish were scarce in St. John this week, high winds and stormy weather having limited fishing operations.

The grocery section of the Retail Merchants' Association of St. John met this week but decided to postpone the election of officers until their next meeting.

Joseph MacMillan of New Mills, N.B., who has conducted a general store in that place for the last thirty years, is dead at the age of sixty-six years.

Joseph L. McKenney has purchased the stock of H. L. Alexander, retail grocer, Waterloo Street, St. John, who recently assigned for the benefit of his creditors, and will continue the business.

Joseph Semple, formerly with the Willet Fruit Company, St. John, who was officially reported missing at the front, is now reported in an English hospital only slightly wounded.

Owing to the increasing scarcity of moose, which has resulted in higher prices for the meat in the city markets this year, the government is planning to shorten the season to protect the game.

Lieutenant-Governor W. F. Ganong, president of Ganong Brothers, Ltd., confectionery manufacturers, St. Stephen, who has been ill for the last week, still is in a critical condition. Montreal specialists have been in consultation with the local physicians.

Steeves Brothers, of Riverside, Albert county, have purchased the grocery business formerly conducted by J. Fred. Shaw, which has been operated for several years by the executors of his estate. They will continue the business at the same stand in Waterloo Street, St. John.

Quebec

O. Trudeau, grocer, Montreal, is selling out.

L. A. Bouvier, grocer, Montreal, is selling out.

F. E. Eager, grocer, etc., Dorval, Que., has sold stock.

Stanley & Co., fish dealers, Montreal, have dissolved.

L. A. Bouvier, grocer, Montreal, is selling assets.

Hardie & Co., general store, Brownsburg, Que., has sold stock.

The National Coffee & Spice Co., Montreal, have dissolved. C. B. St. Aubin and J. A. Dufour registered.

Desjardins & Frere, wholesale tea, coffee, etc., Montreal, have dissolved. J. L'Heureux continues in his own name.

The Fruit Producers' Company, of Beamsville, Ont., has been incorporated with a capital of $40,000 to carry on wholesale and retail business in fruit.

Just returned from a visit to New York, E. J. Quinn, retail grocer, Greene Avenue and St. Catherine Street, Montreal, tells of exciting experiences during the great Liberty Bond campaign. Mr. Quinn was an enthusiastic spectator of all the big events of the day, and was aboard the captured German submarine which was re-named from U.C. 5 to "U Buy a Bond." He saw the British battle-tank come crawling along at the head of the procession, and the hundred and one handsome floats taking part. He got wedged into throngs thousands upon thousands strong, for there were 20,000 people in the parade, and every street leading to Central Park was congested so that no wheel traffic could pass for hours. Mr. Quinn had a memorable experience which he greatly enjoyed.

Ontario

Wm. Joyce, grocer, Toronto, has sold out.

Wm. Wallingford, grocer, Ottawa, has sold assets.

G. N. McLaren, general store, Brussels, is dead.

S. Dengler, grocer, Cobalt, has discontinued.

Wm. Kassirer, grocer, Port Colborne, has sold out.

J. J. McQuarrie, Hamilton, has suffered fire loss.

J. W. McCullough, grocer, Toronto, is succeeded by T. Hill.

N. C. Shook, grocer, Smith's Falls, is succeeded by S. O'Hara.

P. McDonald, Glen Robertson, Ont., general merchant, is dead.

Mrs. E. Tittensor, grocer, etc., Cobalt, is retiring from business.

Zaharie & Kosmuck, grocers, Hamilton, are selling out stock.

D. Dubois, general store, Superior Junction, Ont., has suffered fire loss.

F. J. Rocheleau, Lukerville, Ont., has sold his property and general store business to O. W. Atkin who will carry on the business.

Private Harold Fawthrop, the son of J. Fawthrop, of Fawthrop Brothers, Cornwall, Ont., has been invalided home from France. Private Fawthrop was wounded in September, 1916, in the fighting at the Somme. He is now convalescing at the Kingston Hospital.

Burger's Limited, confectioners, has been incorporated at Toronto with a capital of $40,000 to manufacture, sell, and deal in candy and confectionery.

Crescent Creamery Company, Ltd., has been licensed to deal in dairy products and operate factories for the manufacture of ice cream, cheese, etc., within the province of Ontario.

Fort William grocers have made a ruling that no goods ordered after 6 p.m. on Saturday will be delivered. Delivery men of the city have published this notice "for the convenience of customers."

The B. J. Johnson Soap Co. are erecting a large factory on Natalie St., Toronto, at a cost of $110,000. The new structure will be 200 ft. long and 82 ft. wide with a floor space of 48,000 square feet. It is proposed to erect two stories and basement now and to add four additional storeys later.

Algoma Fish, Oyster and Trading Company, Ltd., has been incorporated at Sault Ste. Marie, Ont., with a capital of $40,000 to carry on business of fishing, treating, and dealing in fish and oysters. W. A. Smith and J. Greek, of Sault Ste. Marie, are among the incorporators.

Western Provinces

Wm. Wakelin, grocer, Edmonton, is discontinuing.

A. Knelman, Balsam Bay, Man., general store, has been burnt out.

A. E. Martin, general store, Elrose, Sask., has sold to W. Ferguson.

A. F. Thomas, general store, Mulock, Sask., is succeeded by P. Palamaryk.

Brown Bros., general store, Penhold, Alta., is succeeded by Walker & Wood.

R. A. Gaudry, general store, Toutes Aides, Man., is succeeded by J. L. Gaudry.

Schildmeyer Bros., general store, Esterhazy, Sask., has sold to F. A. Clements.

Yeoman & Herridge, general store, Islay, Alta., has been succeeded by R. S. Rudd.

Standard Grocery (Smeaton & Riach), Edmonton, has dissolved, each continuing separately.

Hudson's Bay Co., general store, Ft. Qu'Appelle, Sask., has been succeeded by Pioneer General Stores, Ltd.

P. F. Ingram, Tofield, Alberta, has sold his business to Richardson and Rudd, under which name the business will be conducted in the future.

MIDLAND FIRM CHANGES NAME

The Preston, Playfair Company, Ltd., of Midland, Ont., has been recently incorporated under the name of W. E. Preston, Ltd. The new company is encorporated under a Dominion charter with a capitalization of $250,000. The directors of the new company are W. E. Preston, T. A. Sharp, Jas. Playfair, J. W. Benson, W. Warnica. The store started in a general store business about twenty years ago and the change is the result of the growing activities of the store.

MARITIME BRANCH OF C.M.A. CONVENTION

Upwards of forty manufacturers from the Maritime Provinces gathered in Sydney, N.S., recently to attend the fall convention of the Maritime branch of the Canadian Manufacturers' Association. The sessions were opened to all manufacturers whether members of the association or not, and the convention lasted two days. S. R. Parsons, president of the association, with other prominent manufacturers and public men addressed the convention. D. H. MacDougall of the Dominion Iron and Steel Corporation, with Deputy Mayor McIntyre, delivered the address of welcome, and R. J. Young general manager Export Association of Canada, discussed export trade before the convention.

A CORRECTION

In the advertisement of Volpeek Mfg. Co. in the Annual Fall Number of CANADIAN GROCER the price for their counter display stand containing forty-four packages was given as $6.00 through a typographical error. We call attention to the fact that this price should have appeared as $6.60.

OTTAWA MERCHANTS DISCUSS PACKAGE GOODS ORDER

Not As Whole-hearted Sympathy With the Food Controller as Newspaper Reports Would Suggest.

The newspaper reports of the opinion of the Ottawa Retail Merchants regarding the package goods order-in-council as expressed at a recent meeting of the Association, hardly gave the whole-hearted endorsation to the Food Controller, that the newspaper reports would seem to indicate. It is true that at this meeting some merchants did express themselves as favorably disposed toward the move, but there were equally strong arguments on the other side of the case. A CANADIAN GROCER representative in calling upon some of the trade was distinctly given to understand that an endorsation of the order was not the spirit of the meeting. The speeches of A. Prevost, H. Watters, and G. Fitzgerald counselling against a hasty or unjudged opposition to the order were evidently mistaken by the reporters for the newspapers, as a statement of hearty approval of all the activities of the Food Controller. The meeting was distinctly divided on that point, but wise counsel pointed out the inadvisability of doing other than fall in with the order that had actually become law.

TORONTO MERCHANTS GIVE CHEQUE TO RED CROSS

At a recent meeting of the Toronto branch of the Retail Merchants' Association the final report of the picnic committee was received which showed that a cheque for $500 had been turned in to the Red Cross Fund, as the proceeds of that affair.

A resolution was passed calling upon Mr. Hanna to clarify the situation regarding potatoes, so that the merchant should be in a position to know how to buy his winter requirements.

There was also a discussion on the matter of early closing.

FT. WILLIAM RETAILERS' ANNUAL MEETING

The following officers were elected at the recent annual meeting of the Fort William Retail Merchants' Association: President, E. E. Nugent; 1st Vice-President, E. R. Gavin; 2nd Vice-President, J. B. Evans; Sec.-Treasurer, C. Wilson; Auditor, R. L. Cook. The Executive Committee consists of the following: C. H. Jackson, R. L. Cook, R. B. Maybee, A. H. Griffis, J. G. Macdonald, R. E. Walker, past president E. E. Nugent, E. R. Gavin and J. B. Evans.

C. H. Jackson gave an interesting talk on the history of retail merchandizing, followed by an interesting talk on the honor, uprightness, and integrity of the retail merchant by G. H. Sills, who emphasized the obligations thrust upon the retailer. Mr. Sills contended that the retailer owed it to the community to see that his obligations were fulfilled and not abused. The annual report of the out-going president, Mr. R. E. Walker, was read by the secretary, owing to Mr. Walker's absence.

PEPPER MOST ADULTERATED

Of 345 samples of black pepper recently collected by the Dominion analyst, 258 samples were found to meet legal requirements, 30 were doubtful in character, 48 were "legally adulterated," and nine "collected in error." The report states that pepper, and especially black pepper, continues to be the most generally adulterated spice offered for sale.

STOP FAKE ADVERTISING

Ottawa Retail Merchants To Meet Publishers—Dealers Placed in Bad Light

At a recent meeting of the General Executive Board of the Retail Merchants' Association held in Ottawa, plans were made for the holding of a general meeting of the association in the Russell Hotel on November 12 at which prominent speakers will be heard. A committee was appointed to approach newspaper publishers with a view to arriving at some means of stopping false advertising. It was pointed that newspapers are not in as favorable a position as retail merchants to establish what is truthful advertising and what is not. Preparations are also under way for the holding some time in December of a meeting in the Chateau Laurier, Ottawa, to which all commercial travellers in the eastern district will be invited. The Association has appointed a committee to commence a publicity campaign and also a committee to bring about a closer co-operation between the newspapers and retail merchants.

"MADE-IN-CANADA" EXHIBITION

As a step toward preparing Canada for the trade rivalry that is expected to follow the world war, a mammoth "made-Canada" exhibition was opened in the Montreal arena last week to be continued for a week. The exhibition consisted of a comprehensive showing of Canadian manufactures of all descriptions and was given under the auspices of the provincial governments and numerous commercial organizations.

FROST DAMAGES GRAPES

Growers in Niagara Falls section report that many grapes have been frozen, the frosts of last week coming on suddenly and destroying most of their output. As a result, many vineyards in this section may be seen unharvested, the fruit made useless by frost.

RECORD RAISIN CROP

The California Raisin Crop this year will total 150,000 tons, it is stated, providing the present favorable weather conditions continue. The crop in 1913 amounted to about 70,000 tons and has steadily increased until this year it is more than double. The entire 1917 crop is now on the trays and the quality this year is exceptionally good.

SERVICE DEPARTMENT

Where To Look for Government Fish

Will you kindly give us information relative to securing Government fish for sale or give our name to the proper parties?—Young and Brown, Ridgeway, Ont.

Answer.—The distributor of fish for the Ontario Government is S. L. Squire. Would advise that you make your requirements known to him direct. Address him at the Parliament Buildings, Queen's Park, Toronto.

Car Loads Potatoes For Sale

Where will I place a car or two of potatoes to good advantage?—A. Kirkpatrick, Lefroy, Ont.

Answer.—Any merchant interested in buying car lot potatoes might get into touch with this paper, or with Mr. Kirkpatrick direct.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AN outstanding feature in the grocery market during the week was the issue by the Government of regulations respecting the sale of margarine. This information is ready for distribution. There was an easier tendency in butter during the week as a result of the possible advent on the Canadian market in the near future of this commodity. There is a good demand for butter for export, but transportation space is scarce, and amount being shipped abroad is correspondingly curtailed. Eggs were in weaker tone due to lack of shipping space and to the prevalence of heavy storage stocks on this continent. In poultry lines live chickens were in better supply during the week and prices were slightly lower in consequence. Honey is scarce in the Ontario market and prices have been increased as a result. Live hogs were quoted lower during the week and this is working out toward a weaker tendency for meat products. Compound lard and shortening are in firmer position due to the advancing market for cottonseed oil.

Advances in other grocery lines have again been quite numerous and include jams, condensed milk, baking powder, cream of tartar, baking soda, cotton twine, cotton clothes lines, sardines, condensed coffee, and cocoa. The sugar situation is still a topic of engrossing interest. Refiners are spreading their stocks among their customers to best advantage, and wholesalers are in turn endeavoring to treat their customers in like manner. It is in the hands of the retailer to see that his stocks are let out in a judicious manner. Package cereals is another commodity of very great interest in view of the stand taken by the Food Controller that they shall be prohibited from sale after specified dates. Potatoes are inclining to higher levels, as indeed all vegetables are. Farmers are showing a disposition to hold their stocks for higher prices. Domestic fruits are in shortened supply and foreign fruits are again coming in more plentifully. Business is reported fairly good in the face of uncertainties that prevail with respect to price regulation.

QUEBEC MARKETS

MONTREAL, Oct. 30.—There is much of interest in this week's markets, there being a number of changes. While these are not so numerous, there is every indication of changes that may come soon as the result of new causes. The shortage of cars is serious in connection with the movement of the dried fruit crop. Owing to the recognized food value, there is an increasing demand for corn products, such as corn starch and corn syrup. Salt is moving more freely, and there are some receipts from the States. The demand is as brisk as ever for sugar, with a decreased supply available. Molasses has risen 3c per gallon. Rice will likely be quoted higher. Self-rising flour has advanced. The demand for package cereals continues brisk as ever. There is some feeling that the extension of time in which these may be sold is much too short, and that the time should rather have been extended until March or April.

Salt Supply Better; Evaporated Milk Up 5%

Montreal.

VARIOUS LINES.—There has been a stiffening tendency in evaporated milk equal to 5 per cent., and affecting St. Charles and Borden's product. Cotton rope has been soaring, and is now quoted at 50c and 51c per pound. Ground oil cake is in an advanced market, with a 30c increase to $3.20 and $3.30 per hundredweight. More salt is available than was the case recently, and the condition of shortage is gradually improving. A good deal of United States salt has been marketed of late.

Sugar Declines With One Refiner

Montreal.

SUGAR.—Last week we said that the sugar market was affected very largely through the excitement manifested by a considerable element of the consuming public. This continues to be a factor in a very short market, and nearly all wholesalers are now selling in quantities of only five bags and less to a dealer. If the public could be educated into buying its immediate future needs only, the situation would be much relieved. There are no quantities on hand, and retailers are experiencing much trouble in supplying their patrons. There should be some solace in the fact that, generally speaking, the new crop is good. An interesting feature of the market this week was the reduction of 10c per 100 lbs. by the Atlantic Sugar Refinery. This may have the effect of checking undue demand.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Short; Demand Is Good

Montreal.

CANNED GOODS.—It is doubtful if the canned goods market was ever before in its present unsatisfactory state in so far as supply relates to demand. The latter is good; the supply increasingly shorter. Where the goods will come from is of interest to all, from the producer to the consumer. Supplies may find their way here from the South later. There have been no increases in price for the past week, and all lines remain very firm.

Salmon Sockeye—	
"Clover Leaf," ½-lb. flats	2 45
1 lb. flat	4 00

1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz..	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 10
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruits Quiet; Supplies Deficient

Montreal.

DRIED FRUITS.—A most interesting phase of the dried fruit trade is represented in the fact that there is a serious shortage of cars on a big scale, which now confronts the California growers. Dates, loose, are quoted at 18½c. The new crop of Greek currants will be quoted much higher. With a present shortage at San Jose, California, of 300 cars, it will be readily seen that the congestion there is causing great concern to the growers and shippers alike, and with no storage facilities and no relief in sight it makes a unique situation for them and a most difficult one.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Uncertain; Tendency Upward

Montreal.

MOLASSES.—This week's advance of 3c per gallon in molasses is interesting, and at this there is a firm tendency, which is likely to continue. Corn syrup is in active demand in a firm market. The Far West uses the larger 20-lb. package in quantities. The firmness of market in molasses has been consistently pointed out in CANADIAN GROCER, and the week's advance fully bears out predictions previously made in these pages for the present season.

	Prices for Fancy, Island	Choice, of Montreal
Barbadoes Molasses—		
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

New Nuts Are In; Prices Rule Higher

Montreal.

NUTS.—Some movement is noted in connection with the new crop, but this is limited. A carload of fresh cracked shelled walnuts has been received by one wholesale house, and these are quoted at an advanced price. Grenoble walnuts are quoted at 23c, 2c above last week's price. There is every indication that the supply for the holiday trade will not be ample to meet the needs throughout the country. We name the following prices for this week:

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Beans In Quiet Tone And In Light Demand

Montreal.

BEANS.—There is nothing of an interesting nature this week in connection with the bean market. Some small demand of a sorting nature exists and prices are unchanged. It will be a little time—two or three weeks—before supplies of new crop are forthcoming, and the market may then require some readjustment. In so far as the Quebec crop is concerned the supply is better than that of last year and the quality is good. This will at least help the local market later.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Prices May Be Still Firmer

Montreal.

RICE.—There is a strong likelihood of an advance in rice. No supply of consequence from Siam is in sight, and dealers will be safe in securing their immediate future wants early. There are no new prices named for the week, but these may be reported shortly. In this, as with other lines, there is a good demand and orders are being filled freely. It may also transpire that the difficulty will be accentuated to some extent through the shortage of freighters to carry crop.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	....	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 88
Rangoon CC	....	7 60
Pickling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Tea Market Keeps Steadily Firm

Montreal.

TEA.—There is still uncertainty as to the tea situation, but firmness remains the market tone. With knowledge that large quantities of tea are available for export from the primary sources of supply, the markets of the American continent and Canada are still facing expected shortages, and a condition of high prices. There is no word of lower prices, and very little likelihood in opinion of tea merchants in a large way of business, that quotations will be lower. Meanwhile supplies sufficient for ordinary demand are available in Canada, and occasional consignments of teas are reaching the country but slowly and irregularly. There is a decided shortage of China teas, also of fannings and siftings. Quotations remain as previously:

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Freight Situation May Affect Coffee

Montreal.

COFFEE.—Events in the coffee market are quiet and unaltered as to quotations. But there are suggestions heard from primary markets that the shortage of ships will react upon this comparatively undisturbed market so as to advance prices by restricting supplies. This is a view which is not allowed to assume much importance as yet in the minds of coffee merchants, but with the certainty that large numbers of ships will be in use for war purposes during the months ahead, there may be more firmness coming for coffee in spite of optimism. As to cocoa the principal concern is the shortage of sugar as it may affect the bulk sweet cocoas. There is no alteration in prices of pure cocoas, but packing materials become more and more of a serious factor in the market for cocoa in packages, and this market is firmer in tone in consequence.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20

Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spice Market Is Causing Concern

Montreal.

SPICES.—Uncertainty characterises the spice market, uncertainty coupled with firmness in many departments. Steady and active demand both for domestic and export needs is reported as regards spices in hands of the large distributors in New York. Scarcity of ship space at sources of spice supply in the primary sense exercises importers. White pepper is in short supply and little pepper is expected from primary markets. Red pepper is also dwindling in supply. Cloves are going from high to higher levels still. There is great uncertainty as regards gingers. The seeds and herbs are also showing much scarcity and are likely to reveal advancing tendencies even though supplies in wholesalers' hands are sufficient for the time being, and changes in price have not yet been made.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

American Greens More Prominent

Montreal.

FRUIT AND VEGETABLES.—Fewer changes are found in the market for fruit and vegetables this week. Supplies of all kinds of Canadian and local produce are smaller now. The American market begins again to bulk larger as a producer, and Boston lettuce has appeared. These are quoted at $1 a dozen. Boston cucumbers are lower in price this week. Potatoes are unchanged, but probabilities are that more supplies will be available during the months ahead and the prices may not continue to advance as they have been doing of late. Apples will undoubtedly be scarcer and higher priced. The crop is distinctly disappointing. Sweet potatoes have advanced this week. They are now quoted at $2.25 per hamper. Demand for the various vegetable lines is still sufficiently brisk, and the effects of meatless days upon this market are noticeable.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate	....	5 00
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 50
Gravensteins	....	6 50
Cauliflower, per doz. bunches	1 25	2 75
Celery, Canadian, per doz.	0 50	1 00
Celery crates, 7 doz.	....	6 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate	....	5 50
Spanish onions (small crate)	....	2 00
Potatoes, new, bag	2 00	2 45
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tokay grapes, crate	....	2 75
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, doz.	....	1 00
Tomatoes, box	....	2 50
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	....	3 50
Beans, green, bag, U.S.	....	3 50
Leeks, per doz. bunches	1 00	3 00
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers (Montreal), doz.	....	1 00
Cucumbers, Boston, doz.	1 00	1 75
Cucumbers, preserving, doz.	0 50	0 60
California plums, box	2 85	3 20
Do., peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Pears, box	....	1 25
Plums	....	1 50
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	14 00

All Kinds Fish in Active Market

Montreal.

FISH.—There is an increasing demand in every way for fish. This is and will be occasioned in some measure through the advent of a "fish day" this week and with an extra fast day the sale of fish will be stimulated, both in fresh water and salt varieties. Arrivals of pickled fish, usually to hand ere this, have not come in. Supplies are sold and delivered with little delay. Labrador salmon will be 40% higher than it was a year ago, and this quality of herring will be sold on an advanced list. Labrador codfish has been a good catch and will sell actively. Shell and bulk oysters are in active demand to an extent but there might be an improved demand for these. As with other lines there will be an increase in price this year of around 30%.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. box.	....	2 00
Smoked eels	....	0 12
Smoked herrings (med.), uer box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40

SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	$11 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 50

FRESH FROZEN SEA FISH.		
Halibut	20	22
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	....	10
Salmon, Western	15	18
Salmon, Gaspe	..	25

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 14	0 15
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00

FRESH FISH		
Haddock	0 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 15	0 17
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

ONTARIO MARKETS

TORONTO, Oct. 31.—Higher prices prevailed in quite a number of commodities pertaining to the grocery trade during the week. Condensed milk, baking powder, cream of tartar, baking soda, jams, jellies, twine, clothes lines, and sardines are advanced. Sugar continued to be the commodity in which greatest interest was centred during the week owing to the demand and to the fact that supplies are light. Package cereals were also in the limelight due to the conference between the Food Controller and the wholesalers and manufacturers. Business in the grocery trade continues to be of a hand-to-mouth nature, with good volume being transacted.

One Refiner Drops Price Of Sugar 10c

Toronto.

SUGAR.—There is an apparent better situation in sugar so far as the getting of supplies is concerned. After having been closed down for some weeks, the Acadia Sugar Refining Company again started to refine sugar during the latter part of last week. The Atlantic Sugar Refining Company, after having been

out of the market for some days, again returned and are making deliveries sparingly. On Wednesday, they announced a decline of 10c per hundred to $9.04. Canada Sugar Refining Company and St. Lawrence Sugar Refining Company have been making deliveries regularly, although letting sugar into trade channels sparingly and with the idea of conserving stocks to the best advantage. Dominion Sugar Refining Company has been in the market throughout and has now some of new-crop beet sugar for sale. From these facts it will be seen that all of the five Eastern Canadian refiners are again in operation. The fact that they are in operation indicates that they have been getting supplies of raw sugar from somewhere. There is every prospect that the situation will be carried safely through a period of shortage without actual want occurring. In the United States reports of purchase of Louisiana raw cane sugar to the extent of 200,000,000 pounds gave some hope that the situation in that quarter would be relieved to a certain extent. Delivery of this sugar was expected to start about the first week in November. Later developments, however, would seem to indicate that all of the Louisiana planters are not in accord and that some of them have repudiated the action of their committee in making the sale. One Canadian refiner is limiting wholesale customers to one-third the supplies ordered in normal times and is expecting the wholesaler to conserve his stocks with the retailer in the same manner. The retailer would do well to conserve his stocks as much as possible and let his sugar out in small quantities for the benefit of his customers. By so conserving stocks there may be enough to tide the situation over until sugar is more plentiful. Quotations remained unchanged and there is no likelihood of higher prices prevailing.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Baking Powder, Sardines And Condensed Milk Up

Toronto.

BAKING POWDER, CREAM OF TARTAR, MILK.—Higher prices were recorded in Magic baking powder during the week for the small tins, 2-oz. now being sold at 70c per dozen and 4-oz. at $1.05 per dozen. On the 8-oz. size there has been a reduction of 15c per dozen, making the selling price now $1.75. Gillet's cream of tartar has been advanced, quarter pound packages now selling at $2.45 per dozen, half pound packages at $4.75 dozen and half-pound tins at $5.45 per dozen. Magic baking soda has been advanced to $3.95 per case. Twine has again advanced 2c per pound and 3-ply is now quoted from 52c to 54c per pound with 4-ply at 56c to 58c per pound. Brunswick sardines have advanced 50c per case, and are now quoted from $6.50 to $6.75. Higher prices to the extent of 25c to 50c per case have been made effective on Borden's condensed milk, coffee and cocoa. Following are prices which now prevail: Eagle, $8.75 case; Reindeer, $8.45; Silver Cow, $7.90; Gold Seal Purity, $7.75; Mayflower, $7.25; Challenge, $7.25 St. Charles, hotel, $6.40; St. Charles, tall, $6.50; St. Charles, family, $5.50, St. Charles, small, $2 60. Reindeer coffee, large, is quoted at $5.75 and small size at $6 per case. Regal brand coffee is quoted at $5.40, while cocoa large is quoted at $5.75 and cocoa small size is quoted at $6 per case. Small sizes of Reindeer coffee and cocoa have been withdrawn from the market until some time in December. Cotton clothes lines have also been advanced about 10 per cent., the selling price for 30-foot now being from $1.80 to $1.85 per dozen.

West India Molasses In Very Firm Market

Toronto.

MOLASSES, SYRUP.—There is a very strong position in molasses at present due to an advance of 3c per gallon that has been announced by importers of West India grade. In the local market dealers have not advanced their prices but would have to do so on the basis of present market costs were they to enter the market for stocks at the present time. Fancy Barbadoes molasses is in a very firm position and price quotations by importers are nominal owing to the difficulty of getting supplies. Available supplies in wholesalers' hands are firmly held. There has been no further advance in case goods.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	....	0 86
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	....	4 25

Strong Situation In All Dried Fruits

Toronto.

DRIED FRUITS.—There is a continued strong situation in all dried fruits. The Oregon prune crop is expected to be light and there is difficulty experienced in moving the prune crop from California, owing to the urgent need for cars for military purposes. Dried peaches are cleaned up in the local market and the chance for getting supplies seems slim as California operators are not offering them for sale. Apricots are scarce and difficult to obtain. There is not much interest in this fruit in the local market, owing to the high prices being asked. Dates are holding firm at recent advances. Demand for dried fruit from this time forward is expected to be better as the bulk of the local crop of fresh fruits has been marketed. Australian currants were quoted 1c higher in some quarters, making the range from 24c to 26c per pound. About three cars of new crop prunes reached the local market during the week. Quotations for new crop are slightly easier in some instances than old crop. Larger sizes are at a premium, 30-40's being quoted at 17c, 40-50's at 15c to 16c, 50-60's at 13½c, 70-80's at 12c to 12½c, 80-90's at 11¼c to 11¾c and 90-100's at 10½c to 10¾c per pound. California figs in 6-oz. containers are quoted at 85c dozen and 10-oz. at $1.20 dozen.

Apples, evaporated, per lb.	....	....
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28½	0 29
Citron	0 33	0 36
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 24	0 25
Dates—		
Excelsior, pkgs., 3 doz. in case	3 80	4 60
Dromedary dates, 3 doz. in case	5 25	5 75
Figs—		
Taps, lb.	....	0 07
Malagas, lb.	0 08½	0 09
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 20
Prunes—		
30-40s, per lb., 25's, faced	0 16	0 17
40-50s, per lb., 25's, faced	0 15	0 16
50-60s, per lb., 25's, faced	....	0 13½
70-80s, per lb., 25's, faced	0 12	0 12½
80-90s, per lb., 25's, unfaced	0 11¼	0 11¾
90-100s, per lb., 25's, faced	0 10½	0 10¾
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11½	0 12½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

Jams And Jellies Increase 10c To 15c

Toronto.

CANNED GOODS. — Higher prices were announced on jams and jellies during the week to the extent of 10c to 15c per dozen. Pure strawberry and raspberry jams are now quoted as high as $3.15 per dozen for 16-oz. glasses, black currant to $3.05 for 16-oz. Peach 16-oz. is quoted up to $2.85 dozen and plum 16-oz. also at $2.85 dozen. In 4-lb. tins raspberry and strawberry are quoted up to 83c per tin on Aylmer and black currant up to 77c per tin. Salmon is in a firm market. This season's pack of vegetables has now been named with the exception of pumpkin. It is expected

there will be a good delivery of pumpkin, perhaps 100 per cent., will be made. Some wholesalers were counting on bringing in some tomatoes from the United States but it is learned that the pack there will not be greater than 20 per cent. of orders. Orders placed by Canadian dealers with United States canners are being pro rated.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	3 85
Sockeye, ½s, doz.	....	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 25	2 50
Do., ½s, doz.	....	1 35
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 82½	1 90
Peas, early June	1 90	1 92½
Beans, golden wax, doz.	1 75	1 90
Asparagus tips, doz.	....	3 25
Corn, 2's, doz.	2 35	2 40
Pumpkins, 2½s	2 00	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	....	2 50
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 15
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Fine Teas Scarce; Importation Nil

Toronto.

TEAS.—Due to shading of prices in certain quarters within the past two weeks there has been a much better inquiry for teas, the favorable quotations inducing buying. Both Indias and Ceylons of fine grade are scarce and high for importation. Higher prices for import have had the effect of shutting off buying for the local market for importers. Practically no further teas are being ordered and existing stocks of teas and those afloat will be drawn upon steadily until they are reduced. Those closely in touch with the situation anticipate that this shutting off of imports will work toward higher prices eventually. No further word has been received anent the raising of the embargo into Great Britain on teas other than British grown.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Market Shows Dullness

Toronto.

COFFEE.—There was little interest in the buying of coffee in the primary market during the week, dullness being characteristic of the situation in that quarter. There is an apparent scarcity of freight space to bring coffees from the Brazilian ports and this may develop into a firming tendency. However, there are large stocks of coffee held in the United States and the freight situation would have to be acute for some little time before there would be any excuse for a movement to higher levels. Locally prices remained unchanged for bulk coffee, while coffee in tins held steady at the advances recorded last week.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Make Big Advance During Week

Toronto.

SPICES.—There was a very firm tendency in the markets for cloves and cream of tartar during the week, advances having been recorded in both these commodities. Ground cloves and whole cloves are now quoted at 60c per pound. Cream of tartar is a very scarce commodity, some of the larger dealers being out of the market entirely and state that they are unable to get further supplies. Quotations are made from 73c to 75c per pound where obtainable.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 50	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 65	0 75
American high test	0 65	0 75

Rice Shipments Still Very Meagre

Toronto.

RICE, TAPIOCA.—Arrivals of rice from the new crop have not yet been reported in this market. There is, in fact, very little rice being shipped to any part from the Southern rice fields. Shipments are late, even to such an important distributing centre as New York, and uncertainty of arrival has practically cleaned up that market on spot stocks. Locally the demand for rice is not heavy and the lateness of arrivals is not a disturbing factor up to the present time. Prices continue firm at quotations of last week.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 00	8 50
Cbinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 15

Brazil Nuts Down; Nuts Moving Better

Toronto.

NUTS.—Under the stimulus of the Hallowe'en demand there has been a fairly good movement in nuts started within the past week or two. There have been good arrivals of Brazil nuts within recent days and prices are easier in consequence, being quoted down 1½c per pound, the range being from 13½c to 15c per pound. Almonds are in firm market. Some new crop filberts are expected to reach the local market in the near future. There are also some fresh-cracked walnuts on the way from France which are expected to reach this market within a short period.

In the Shell—		
Almonds, Tarragonas, lb.	0 19½	0 20
Walnuts, Bordeaux	0 17½	0 20
Walnuts, Grenobles, lb.	0 18½	0 20
Filberts, lb.	0 18½	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 15
Shelled—		
Almonds, lb.	0 40	0 48
Filberts, lb.	0 38	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Ontario Beans Expected To Be High

Toronto.

BEANS.—New prices on Ontario beans have not yet been named, but it is expected they will be uniformly high. Michigan beans during the week opened at $9 per bushel for hand-picked and $8.90 for primes. It is expected the Ontario beans will open somewhere between $8 and $9 per bushel. Indian beans were slightly higher in some quarters during the week, being quoted up to $7.20 per bushel, an advance of 20c. Other quotations were still made at $6.50 per bushel. There is a fair movement of Indian beans. Ontario farmers are holding out for high prices in beans and have not been disposed to sell up to the present time.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush.	....	8 00
Indians, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Cereal Question In Abeyance

Toronto.

PACKAGE GOODS.—There is considerable uncertainty in the minds of

those interested over the prospect for sale of package cereals. As a result of a conference between the Food Controller and manufacturers and wholesalers on Saturday last, doubt was left in the minds of the latter as to what the Food Controller intended to do. As it stands at present the order-in-council is still on the books which provides that wholesalers and manufacturers will have until December 1 to clear out their stocks while retailers will have until January 1 to dispose of their stocks. Some rumors were afloat that the time had been extended for one month in each of these instances but nothing definite has been announced as yet with respect to this. In the meantime prices are holding steady.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Smoked Haddies Higher; Haddock And Cod Firm

Toronto.

FISH, OYSTERS.—Firmer quotations prevailed on finnan haddie during the week, the lower quotation of 11c per pound having disappeared and the range being now from 12c to 13c. Haddie fillets are also firm, some of the fancy grades being quoted up as high as 18c per lb. Steak cod was higher in some quarters at 11c, while market cod and haddock with heads on were quoted firm at 9c per pound. Unfavorable weather continued to interfere with the operations of fishermen during the week and prices of lake fish ruled steady in consequence. Halibut at the coast is scarce. Blue point oysters in the barrel made a movement upward of $2 per barrel, being now quoted at $11. Demand for fish is good, being fully equal to the supply.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	1 50	1 75
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 00
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	....	9 75
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	0 23
Halibut, frozen	0 19	0 20
Salmon, B.C.	0 20	0 22
Do., Restigouche, lb.	....	....
Haddock, fancy, lb.	0 10	0 11
Herrings, frozen	0 04	0 06
Steak cod, fancy, lb.	0 10	0 11
Cod, market, heads on, lb.	....	0 09
Mackerel, lb.	....	....
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, per lb.	0 09	0 10
Pike, lb.	0 10	0 12
Whitefish, lb., fresh	0 14	0 15
Trout, lb., fresh	0 13½	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 50
Blue points, bbl.	....	11 00
Malpeque, bbl.	14 00	15 00

Cranberries Up $1; California Lemons In

Toronto.

FRUIT.—An advance of $1 per barrel in the price of cranberries was registered during the week, making the quotation now $15. California lemons reached the market and were quoted at $6.50 per case. Verdilli lemons were quoted from $5.50 to $6.50 per case. Peaches were scarce in the market, the only variety available now being the Smocks. In 6-quart baskets these were quoted from 30c to 35c and in 11-quarts at 40c to 60c. Nova Scotia apples were fairly plentiful during the week. Blenheims and Ribstone pippens are quoted at $5 for No. 1, $4.50 for No. 2, and $4 for No. 3. Ontario Baldwins, tree run, were quoted at $5 per barrel. Honey dew melons from California were in the market and quoted at $3 per box of nine. Almeira grapes were also in and were quoted from $6.50 to $9 per keg. Grapes were in lighter supply as the season is about over.

Apples—		
California, boxes	2 15	2 75
B.C., boxes	2 25	2 50
Ontario, Colverts, No. 1	....	5 50
Do., Colverts, No. 2	....	5 00
Do., Maiden Blush, No. 1	....	5 50
Do., Holland Pippin, No. 2	....	5 00
Do., Wealthys, No. 1	....	6 00
Do., Wealthys, No. 2	....	5 50
Tree run	....	5 00
N.S., Gravenstein, No. 1	....	5 50
Do., Gravenstein, No. 2	....	4 50
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	....	15 00
Do., 50-lb. box	7 00	7 50
Grapes, Ont., 6 qt.	0 30	0 40
Grapes, leno, 6 qt.	0 40	0 50
Grapefruit, Jamaica, case	4 50	4 75
Do., Florida, case	5 25	5 50
Oranges—		
Cal. late Valencias	4 25	4 75
Lemons, Verdillis, case	6 00	6 50
Cal., case	....	6 50
Vegetable marrow	....	....
Peaches—		
Ontario, 6-qt.	0 30	0 35
Do., 11-qt.	0 40	0 60
Pears, Cal., box	3 75	4 00
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Cuban, case 30-36s	....	....
Plums, Ont., 11-qt. box	0 75	1 00
Prunes, 11 qt.	1 00	1 25
Damsons, 11 qt.	1 00	1 25
California grapes, Malagas	2 25	2 40
Almeira grapes, keg	6 50	9 00
Emperor grapes, keg	....	5 00

Potatoes Were Again Higher In Price

Toronto.

POTATOES.—There was a firmer tendency in the potato market during the week, quotations being made from $1.75 to $1.90 per bag. Some tomatoes continued to reach the market although the volume is now small. Arrivals of vegetables in the market are slim these days as farmer are showing a disposition to hold their stocks for higher prices. Beets, carrots, onions and potatoes are not plentiful because the farmers do not care to make quotations. Silverskin pickling onions were slightly lower in the range, being quoted from 60c to $1. Prices for the most part held steady.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 75	0 85
Cabbage, Canadian, doz.	....	0 40
Carrots, new, basket	....	0 25
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, case	....	4 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	....	1 25
Mushrooms, lb.	....	1 12½
Onions—		
Spanish, crates	5 75	6 00
Do., Canadian, 75-lb.	....	2 75
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	1 75	1 90
Sweet, hamper	2 00	2 25
Spinach, box	0 75	1 00
Green peppers, basket	....	....
Red peppers, 11-qt.	0 50	1 00
Tomatoes—		
11-qt., No. 1	0 50	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Oct. 31.—The chief topic for conversation among the brokers and wholesalers this week is the embargo on package cereals placed by the Food Controller. The consensus of opinion seems to be that Mr. Hanna will have to make changes, just as he did in the case of canned goods; in fact, these changes have already been made. One wholesaler said that the Food Controller's idea first was to prevent the sale by November 1st, which allowed them only nine days to sell their stock to the retailers, and the retailer was allowed until December 1st to dispose of his stock. The change made allows the wholesaler and the retailer until January 1 to get rid of their stocks of package goods. The manufacturer has also been allowed an extension of time. Other wholesalers, speaking on this subject, said that it had upset their business, as the retailers were not buying at all until they know where they were at. The wholesalers seem to be similarly confused, not knowing exactly how far this ruling extends. For instance, one jobber said he was not sure whether it included package biscuits, rusks, etc. Furthermore, he said that the ruling might be read to include even corn syrup and starches, which were products of corn, although he did not think for a minute that this was their intention. At the same time, it was confusing, and they did not know where to draw the line.

There was a meeting of the Wholesale Grocers' Guild last week, and this was one of the important questions discussed. A wire was sent to Mr. Hanna offering assistance of Western wholesalers, to which the Food Controller replied very kindly that he would be pleased to receive a delegation, and thanked them for their co-operation. It is understood that Mr. Gordon, of the Codville Co.; Mr. Max Heap, of the Cameron-Heap Co., and H. G. Smith, of H. G. Smith & Co., Regina, left last week to meet the Food Controller at Ottawa.

There is a noticeable steadiness to prices these days, compared with what there has been for some time, and the trade say they are not looking for the big changes in staple lines now that they used to get. A new quotation is announced this week on Campbell's soups, all flavors, at $1.70.

Insist On Retailer Taking Yellow Sugar

Winnipeg.

SUGAR.—Considerable doubt exists here regarding the sugar situation, and the part being played by the Food Controller. It is well known that many of the refiners are not shipping, and that the bulk of supplies are coming through one refiner. Many of the wholesalers are limiting supplies to their customers; in most cases to three bags. A jobber states that refiners are filling their orders with a large percentage of yellow sugar, and this has compelled the wholesaler to insist on the retailer taking yellow sugar with his orders for granulated, which will probably result in the retailer compelling the consumer eventually to take yellow sugar with granulated. A letter was received by a Winnipeg wholesale house last week from a dealer in Grafton, North Dakota, complaining that they were short of sugar, and asked if they could have five sacks shipped there if the duty was not too high. This goes to show that sugar is very scarce in the United States, and it is rumored here that they are working on sugar cards across the line. Reports coming in from New York are to the effect that the beet crop is estimated at about the same as last year, the Cuban crop is estimated a little less than last year, and the Louisiana crop will be considerable more than last year; thus it will be seen that prospects are for a greater supply, and the sugar shortage is not likely to last very long. It is suggested that the prices will be down as soon as these crops of raw sugar reach the market.

No Change In Cane Or Corn Syrup

Winnipeg.

SYRUPS.—There has been no change in either cane or corn syrup, and none is expected until around January.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Rapid Advances In Dried Peach Market

Winnipeg.

DRIED FRUITS.—Evaporated apples are still practically unprocurable, but wholesalers here are expecting good supplies of American fancy stock by December to sell at 22c to 23c, 50-lb. boxes. Peaches are practically off the market, and are advancing rapidly. They are selling to the retail trade at 15-16c for 25's and a cent higher for 10's. Apricots continue very high in price, and the sale is not very large on this account. Cables have been received this week indicating that new nuts will leave Europe as usual, whereas it was thought that they might be very scarce this year. It was suggested to a broker that Portuguese figs might arrive too, and he expressed the opinion that some one would get them, and they would probably come through one house, who would be licensed by the Portuguese Government to sell them. This, however, was only his opinion.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 11½
80-90s, 25-lb. boxes, per lb		0 12
50-60s, 25-lb. boxes, per lb		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb		0 08½
90-100s, 25-lb. boxes, per lb		0 10¼
80-90s, 25-lb. boxes, per lb		0 10½
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.		0 23
Pears, choice, 10-lb. boxes, faced		0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box		2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes		0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded		0 12⅜
16 oz. choice, seeded		0 11⅞
12 oz. fancy, seeded		0 10
12 oz. choice, seeded		0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's		0 11¼
3 crown, loose, 50's		0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes		0 10½
3 crown, loose, 10-lb. boxes		0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb	0 22	0 22½
Candied orange, boxes, lb	0 25	0 26½
Candied citron, boxes, lb	0 30	0 30¼
Cut mixed, 7-lb. boxes		0 28½

Good Demand For Tapioca And Rice

Winnipeg.

RICE AND TAPIOCA.—If the retailer had paid a price in proportion to what the wholesaler has been paying lately, he would have been quoted 16c for his tapioca; most of the jobbers, however, did not put up their tapioca to the limit, and now that there is a decline in the primary market, the retailer will not have to pay as high as 16c. The consumption of tapioca seems to have been affected by the high price, but it is surprising how much is being ordered. Neither is there any falling off in the demand for rice, and it is expected the demand will be good all winter.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08¾
Choice Japan, 100-lb. bags		0 07¼
Siam, 100-lb. bags		0 07
Siam, 50-lb. bags		0 07⅛
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

European Nuts Are Now Expected

Winnipeg.

NUTS.—Advice received by cable this week indicated that new nuts from Europe will be available, which is contrary to what was expected. Furthermore, prices seem to be no higher than last year; in fact, in one or two cases they are slightly lower. Quotations were received this week on Bordeaux halves walnuts, Sicily filberts, and almonds.

NUTS—IN SHELLS.

Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.	....	0 15½
Fancy roasted, fresh, lb.	....	0 17¼
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15

NUTS—SHELLED.

Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 45
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 59
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.		0 14½

Retailers Advance Tea 10c Per Lb.

Winnipeg.

TEA.—The market continues high on account of freight rates being high. There is very little buying going on by the jobbers in Winnipeg, as they are all pretty well bought, and either have good stocks or are expecting them. Price of tea has been advanced by most retail stores in Winnipeg during the past month on good class Ceylon tea about 10c per lb.

Quotations On Tomatoes And Corn

Winnipeg.

CANNED GOODS.—There seems to be very little to say regarding the canned goods situation. The trade have accepted the facts, and the feeling is that things will run along just about the same, the sale of tomatoes and corn being curtailed both by high prices and by the small deliveries. Quotations this week varied slightly, but were in the neighborhood of $4.65 or $4.85 for corn, and $4.35 for tomatoes 2's, and $5.10 to $5.30 for 2½'s.

Potatoes Have An Upward Tendency

Winnipeg.

FRUITS AND VEGETABLES.—Potatoes are showing an upward tendency. Last week they jumped $1 per bushel, and this week are realizing $1.25. Many of the potatoes home-grown in Manitoba have been frozen or damaged by frost in some way, and for this reason the farmers are asking for $1 per bushel; thus it

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FLOUR AND CEREALS

Winter Wheat Flour Firmer

Montreal.

FLOUR AND FEEDS.—Flour is moving out with little noticeable change in price. There is some small advance in fancy patents of winter wheat flour making the price read 25 cents higher per barrel, this being quoted now at $11.25 to $11.50. Owing to the delay until the close of the week for the government's ruling regarding prices, market conditions are quite unchanged, but something interesting may be anticipated soon. It will take some time in any case to overtake an accumulation of orders for flour and particularly for feeds. The delay in the small package legislation will ease conditions somewhat for the moment.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	11 50
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Package Cereals In Good Demand

Montreal.

CEREALS.—The stir regarding package regulations having subsided for the time being there continues to be a good demand for all kinds of package goods. Self-rising flour is reduced by Montreal millers to the extent of 10c per dozen for the 6 pound size and five cents per dozen in three's, making the former $5.50 and the latter $2.80. It may be well to watch the development in rolled oats in the immediate future.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 00	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Prices Are Expected

Toronto.

FLOUR.—There is an expectant attitude among millers and those interested in mill products due to the possibility that flour prices, as established by the Food Controller, are expected to be arranged by November 1. A meeting of those interested is scheduled to take place in Ottawa on Wednesday of this week and announcement as to the price is expected as a result of the deliberations of this meeting. Prices in the local market held steady during the week for both Ontario winter wheat flour and Manitoba hard wheat flour. Demand for flour is reported good in the majority of instances, but slow in some quarters, slowness of movement being attributed to the fact that price-fixing has been hanging fire. The thirty-day limit on booking business has also had a retarding effect.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Graham Flour And Farina Are Down

Toronto.

CEREALS.—Lower prices were quoted in some quarters on Graham flour, whole wheat flour and farina during the week. For Graham flour and whole wheat flour the quotation of $5.40 per bag was made, while farina was quoted at $5.70 per bag, representing a decline of 30c with the firm in question. Cornmeal and corn products were in firmer tone with higher prices quoted, yellow cornmeal being quoted at $6 to $6.50, and corn flour, hominy grits, and pearl hominy at $6.25 per bag. Wheatlets were also quoted 30c down at $5.70 per bag. There is a brisk demand for bulk cereals at present. If the Food Controller persists in his course of prohibiting the use of package cereals a still greater demand is anticipated in the not distant future.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	6 75
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	6 00	7 00
Corn flour, 98 lbs.	....	6 25
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.	....	6 25
Hominy, pearl, 98 lbs.	....	6 25
Oatmeal, 98 lbs.	4 75	5 00
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	5 70	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Bran Demand Is Reported As Improving

Toronto.

MILLFEEDS.—Prices on millfeeds held uniformly steady during the week. It is expected that something may develop as to price fixing on feeds when the milling interest and the Food Controller meet in Ottawa this week. There is a brisk demand for shorts at the present time and bran is reported as being in much better position with respect to inquiry. Feed flour is somewhat scarce and prices have inclined to higher levels during the week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	.....	3.05-3.10

Still Heavy Demand For Bran And Shorts

Winnipeg.

FLOUR AND FEEDS.—First patents are still bringing $11, and the domestic demand for flour is in excess of the supply, which is usually the case just now when farmers are buying freely. It is expected that prices will stay at $11 as long as wheat remains fixed, although there is no guarantee of the latter. Rolled Oats—Price of bulk is $3.75 and $4.75 for packages. All cereal millers report considerably oversold on rolled oats and oatmeal, and they are also complaining about the difficulty of securing oats of sufficiently good quality for milling purposes. The oat crop is turning out poor as regards quality, and it is likely that a premium will be paid later on for milling oats. Cornmeal—Contrary to expectation, the market became firm last week instead of weakening, and price of 98's is still $6.15. New corn will not be on the market until December, and it is probable that between now and then prices will rule high. Feeds—Bran and shorts are selling at $34 and $38 respectively, with a big demand, especially for shorts, and especially in Eastern Canada.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

H. D. Marshall of Ottawa was a visitor this week to his Montreal office.

Mr. McMurtry, of Groceries, Ltd., Toronto, spent Saturday in Montreal. While there he made his headquarters with C. B. Hart.

WHY THE COFFEE MARKET IS EASY

L. C. Christensen, of Hard & Rand, Says Roasters Are Carrying Good Average Stocks at Present Low Values

Lawrence C. Christensen, associated with Hard & Rand, New York, was in Winnipeg this week calling upon their Western representatives, the D. H. Bain Co. In conversation with a representative of the CANADIAN GROCER, he said: "Thirty days ago the Brazilian Government set aside a sum equivalent to eighty-two millions dollars to be used for the purpose of controlling approximately two-thirds of the coffee crop, by buying in the neighborhood of 20,000 to 30,000 bags per day until three to four million bags had been secured. The object of this was to stimulate the Santos market, or to offset a good portion of what would have been shipped to Europe under normal conditions.

"Prices in Brazil to-day are low when you take into consideration that the planter is receiving only five cents per lb. on his product. It seems to be the good discretion of the larger roasters to carry good average stocks at the present low values, protecting themselves from the possibility of higher freight rates between Brazil and the United States both via New Orleans and New York. Freight rates to New Orleans are $1.50 to $2.00 per bag and to New York $1.25 to $1.50. It will be observed that these rates vary according to the condition of the vessel. Both marine and war tariffs are low compared to what they have been. At the present time three quarters to one per cent. will cover both. It is well known that the President of the United States has the power to commandeer all steamers and put them into service for carrying munitions, men, food, etc., to Europe. Should this action be necessary, it will handicap shipments of coffee from this source, as coffee comes in for second consideration, whereas food and munitions come first.

"Reference has been made above especially to Brazils. Mild coffees have since the beginning of the war declined to a greater extent than Brazils. This was largely due to Europe being one of the large takers of these goods, which under present conditions have checked their shipments, not only to Mediterranian ports, but especially to Scandinavian countries and Holland. Any evidence of the close of the war will have the effect of advancing mild coffees in proportion to their decline."

CONSOLIDATED MILK DELIVERY

Solution of Problem Recommended By Investigating Committee.

A reorganization of the milk business along the following lines is the subject of a resolution adopted by the milk committee appointed by Food Controller to investigate the price of milk. The resolution provides that the Food Controller appoint a competent man with dairy experience to compile returns, determine prices, and act as adviser. Secondly, the spread shall be determined by the actual costs of production and distribution in the various localities and shall vary according to market conditions as reported to Chief Commissioner. Thirdly, reorganization of the milk business in any city where an economical saving can be effected, and by three competent men as local commissioners acting under the direction of the Food Controller—one representing the producer, one the consumer and one the distributor.

The following plan for consolidating milk distribution was submitted. 1. The most efficient plants and equipment to be selected.

2. All property affected by the consolidation to be appraised by two valuators appointed by the proper authorities. Should they fail to agree, a third to be selected by these two, and the decision of the majority to be final.

In taking the seventeen larger cities of Canada, the population aggregates 1,717,941. The daily consumption estimated at one half pint per capita the result is a total of 429,4050 quarts per diem, or a yearly consumption in quarts of 156,762,120. At a saving of one cent per quart this would give $1,567,621.20. In Ottawa for example, the population is estimated at 87,062. The daily consumption in quarts totals 21,765 and the yearly 7,944,408 quarts, and the saving which would be effected is $799,444.08.

In speaking of the proposed central system of delivery, Mr. Northgrave, manager of City Dairy Ltd., stated that the matter was hardly worth discussing, because it was entirely impracticable. In his opinion such a system of zone delivery would achieve no useful purpose and would not result in any saving. Their waggons were always going out fully loaded. All that a zone system could do would be to concentrate certain deliveries in certain sections, but the distant runs would have to be made by someone. Moreover, the co-ordination of so many business interests would raise an immense number of difficulties that would be bound to offset any possible gain. The City Dairy Company, he stated, had never considered such a system, and had no intention of doing so.

The company is still waiting for action by the Food Controller with regard to milk prices, etc., and in the meantime the special arrangement as to prices is being continued.

TO STUDY FOOD SHIPMENTS

The Weather Bureau of the United States has solicited the help of persons engaged in the shipping of food products, to compile a manual of protective methods and to determine the best ways of shipping, handling and transporting food products to avoid injury from unfavorable temperatures or other injurious weather conditions. The Bureau specialists believe that the best experience of those engaged in handling products in shipment, if made available in bulletin form, would help to avoid much of the destruction and injury to food in transportation.

WEEKLY MARKET REPORTS

Continued from page 43

could be seen that the potato market is firm. B. C. potatoes are $1.37½ laid down in Winnipeg, which price is prohibitive at the present. In fruits the big seller is apples, mostly Jonathans, McIntosh Reds and Spies. New arrivals include Emperor grapes in kegs from California, bringing $5.50. Peaches are practically done. The first California cauliflowers are on the market at $2.25 per dozen, and cabbage is bringing 3c.

Cabbage, lb.	....	0 03
Cauliflower, Cal., doz.	....	2 25
Celery, B.C., lb.	....	0 10
Potatoes, new	....	1 25
Potatoes, sweet, bbl.	....	6 50
Pumpkin and squash, lb.	....	0 04
Carrots, cwt.	2 00	2 50
Turnips, cwt.	1 25	1 50
Head lettuce, Cal., doz.	....	1 50
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencia, large case	....	6 50
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Fruits—		
Apples, Nova Scotia, bbl.	....	5 50
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Apples, Southern, bbl.	....	7 00
Grapes, Tokay	....	2 25
Peaches, Washington, crate	....	1 25
Grapefruit	....	7 00

Big Advances In Salmon And Halibut

Winnipeg.

FISH AND POULTRY.—There have been several important advances during the past week; frozen salmon jumped to 18c, and fresh salmon, of which there is a little coming in, is bringing 23c. It is difficult to say where the salmon situation is going to end. Halibut is up, too, frozen bringing 20c and fresh 22c. All other lines of fish are unchanged. There is some activity to the poultry market; fresh killed chicken is bringing 22c and fowl 19c; live chicken is selling at 17c and hens at 15c. Supplies of poultry are very plentiful, and the demand is fairly good. There are no turkeys, as they are hardly in condition to ship, and dealers are advising shippers to hold their stock for the Christmas trade.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 09
Whitefish, lb.	....	0 12
Salmon, frozen	....	0 18
Salmon, fresh	....	0 23
Halibut, fresh	....	0 22
Halibut, frozen	....	0 20
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 16
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 13½
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Broilers, lb.	....	0 22
Fowl, lb.	....	0 19

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 30.—Evaporated milk is up 25c and condensed 60c per case. Small Burmah white beans are quoted at 11c per pound. Back bacon is up 1c, sides and shoulder cuts are down 1c and 2c respectively. Lard, three's, are $16.20. Salmon sockeye, tall ones, are quoted around $16, halves are $18 and pink tall ones $8.75 to $9.50. Golden West washing powder has advanced 30c per case. Roasted peanuts are 16c to 17c with furthe advances likely. Large Ontario cheese is 25c to 26c. New pack Hawaiian pineapples are expected here in ten days. Candied peel keeps climbing, lemon is now 26c to 28c, orange 28c to 30c and citron 32c to 34c.

CALGARY:		
Beans, small white, Japan, lb...	0 11¼	0 13
Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.....	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 12
Sago, lb.	....	0 12
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large....	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure 3s, per case.....	....	16 20
Eggs, No. 1 storage, case.....	....	13 50
Tomatoes, 2½s, standard case....	4 60	5 00
Corn, 2s, standard case.....	....	4 50
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case...	5 50	5 85
Raspberries, 2s, Ontario, case....	5 40	5 85
Peaches, evaporated, lb.....	0 12	0 16
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case.....	8 75	9 50
Salmon, Sockeye, tall, case.....	....	16 00
Do., halves	....	18 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 30.—Business conditions this fall are reported very good. Wintry weather has set in and all harvesting operations are at a standstill and fall ploughing is curtailed. Rolled oats are lower in price, bails being $4. Fresh eggs are 45c per dozen. Some lines of canned fish advanced about a dollar per case. Gillet's cream of tartar is up about 7c per pound. Most lines of chocolates are higher by 3c per pound. Borden's milk has advanced from 25c to 50c per case. Brooms have advanced a dollar and are expected to be higher. Cotalene advanced about one half cent per pound. Evaporated apples are higher by 1c per pound.

REGINA—		
Beans, small white Japan, bu...	....	7 15
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl..	....	10 90
Molasses, extra fancy, gal.....	....	0 61
Rolled oats, bails	....	4 00
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Bacon, smoked backs, lb.....	....	0 30½
Bacon, smoked, sides, lb.....	....	0 30
Sugar, pure cane, gran., cwt....	....	10 12
Cheese, No. 1 Ontario, large.....	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case.....	....	16 30
Bacon, smoked sides, lb.....	....	0 32
Bacon, smoked backs, lb.....	....	0 30
Eggs, new-laid	....	0 45
Pineapples, case	....	5 75
Tomatoes, 3s, standard case.....	5 40	5 80
Corn, 2s, standard case.....	....	6 45
Peas, 2s, standard case	4 20	4 25
Apples, gals., Ontario	....	2 45
Strawberries, 2s, Ont., case.....	....	6 30
Raspberries, 2s, Ont., case.....	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl...	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 30.—The wholesale trade generally for the last week of the month slacked off very considerably. There seems to be a feeling now that controllers are not going to interfere in the price of potatoes and receipts have been heavy all week. The orange market has been dead and apples sluggish but there is no sign of weakening prices. Many apples and pears are going to storage. Sugar is quiet with slight increase in demand. The preserving season has fallen off. Flour is steady with no change in price since last week. Butter is firm but an advance is threatened. Cheese is steady. Eggs are still away up, even storage eggs have advanced. New stocks of beans have arrived to take the place of large consignments from the Orient. The contention is that it is on account of mildew. Demand is easier owing to the closing down of some of the lumber camps.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per bbl., in car lots.....	....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1, per ton.....	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.....	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per bag	1 50	2 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz..	0 67	0 70
Cheese, new, large, per lb.....	....	0 25

NO SUGAR THROUGH POST OFFICE

An English newspaper publishes the report that in England a number of persons have been summoned in connection with their receipt of small packages of sugar through the mails from abroad. It is a common thing for Canadians to forward small parcels of sugar to friends in England, and in the past no exception has been taken to this, but according to recent word from the Postmaster-General's department, no sugar can be included in parcels to England unless a license has been issued for the same by the British Government. The penalty is confiscation, the idea being to prevent any commercial transaction whatever in sugar.

WELCOME IMPORTATION OF MARGARINE

Banning of the manufacture of candy and permitting the entrance and manufacture of margarine in Canada meets with the approval of the large majority of Canadian people, according to prominent Ottawa citizens, though the prohibiting of the manufacture of jam is not a popular move.

"If the sale of margarine is permitted in Canada it will be one of the finest things for the public and the merchants," said Mr. Clarke Cummings, vice-president of the Ottawa Retail Grocers' Association, recently. "With butter at 50 cents a pound we are able to sell only one pound where, when margarine will be sold the sales will be more as the article is lower."

"So far as I can see the banning of jams will not have any effect on this year's sugar prices, or on the stock during the next year," said Mr. Cummings.

PRODUCE AND PROVISIONS

(Continued from page 48.)

Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26
20s	....	5 50
Cases, 5s	....	16 13
Cases, 3s	....	16 20
Lard, Compound—		
Tierces	....	0 21
Tubs, 50s, net	....	10 63
Pails, 20s, net	....	4 50
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2..	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

PRODUCE AND PROVISIONS

Hogs are Weak Demand Is Normal

Montreal.

PROVISIONS.—There is no change of great consequence in available quantities, or in the demand this week. It is to be observed, however, that there is a weakening in the market of from twenty-five to fifty cents per hundredweight in live hogs making this week's prices from $16.75 to $17 per hundred pounds. As for some time past, the quality remains poor. Dressed hogs are down some and are quoted at $23.50 to $24 per hundred. There has been a stiffening of price in shortening and this is now selling at an advance over last week of half a cent per pound. This, added to that of last week, makes a rather considerable advance within the past two weeks of a full cent per pound. Shortening is some higher owing to another advance in cottonseed oil. Lard is very firm due to light stocks. Bacon is in very active demand for overseas needs and this condition uses up the available supply and is preventing the accumulation of any stock.

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb	0 37½	0 38½
Shoulders, roast, per lb	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 28¾
Shortening—		
Tierces, 400 lbs., per lb.	0 22½	0 22¾
Tubs, 50 lbs.	0 22¾	0 23
Pails, 20 lbs., per lb.	0 23	0 23¼
Bricks, 1 lb., per lb.	....	0 25

Better Supplies Of Poultry Now

Montreal.

POULTRY.—There have been better receipts of live and dressed poultry this week, and the market tendency for this line of provision department goods is easier. Still, in spite of a better supply than in previous weeks, the supplies in general compare unfavorably with last year's records. There is still a good deal of storage poultry available, and being disposed of. Owing to the meatless day movement more poultry is being used in many directions, notably in hotel and restaurant kitchens, and also domestic trade. Quotations this week remain as last week.

Poultry—		Dressed
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Export Demand Good For Eggs

Montreal.

EGGS.—An interesting development regarding eggs is worthy of mention this week. There has developed a good and an increased demand for export. Against this, there is every indication of difficulty being encountered in securing transport accommodation owing to the scarcity of freighters, and owners will make no promises for November carriage overseas. The local market is fairly active, with prices steady, and there might still be an improvement in sales. Considering relative values as food, there will perhaps be an increased popular demand. The United States market is weaker somewhat with this condition chargeable to the slow movement of excess storage stocks.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 43	0 44
No. 2's	....	0 40

Cheese Firmly Held In The Country

Montreal.

CHEESE.—The market for cheese is characterised by smaller supplies in the country, and consequent tendency towards firmer prices. The makers of cheese in the country districts have been holding on to their product firmly although prices have been bid up by fractions of a cent in advance of previous prices offered. Export demand for cheese is heavy, and there is some movement of the product in such space as can be secured for trans-ocean shipment. Probabilities are that there will be a smaller volume of cheese handled in the country from now on. Receipts in Montreal for the week ending October 27 were 43,964 boxes a decrease of 2,608 boxes as compared with the previous week, and of over 15,000 boxes as compared with the corresponding week last year. One firm was quoting cheese a cent higher than the figures below, owing to the firm market for this product in the country.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter is Down; Condition Unsettled

Montreal.

BUTTER.—There is an unsettled condition in the butter market and this may be accounted for to a great extent, if not wholly, owing to the government decision regarding the manufacture and sale of margarine. Prices have broken as much as five cents per pound, while in some cases this has been less. St. Hyacinthe price was 40 cents per pound and Cowansville 42¾ cents. It is said that when margarine is marketed it cannot be sold at as low a price as is imagined in some quarters and that this will in fact range around 38 cents to 40 cents per pound. However, the temporary effect, at least, will be that of a reduced quotation for butter of all grades. If freight will be accepted, there will indeed be a large business as between Canada and Great Britain in the near future. The British market for Canadian butter has advanced.

Butter—		
Creamery prints (fresh made)	....	0 45½
Creamery solids (fresh made)	....	0 45
Dairy prints, choice, lb.	....	0 42
Dairy, in tubs (choice)	....	0 40

Honey Season Well Advanced

Montreal.

HONEY.—The honey season is well along, in fact it is about concluded. The supply of clover and buckwheat honey has been good but with an active demand this has been pretty closely used up leaving a small supply available for new business. The same may be said to apply to both maple sugar and syrup, the brisk demand using up the available supply very largely.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 16
Buckwheat, 60-lb. tins, lb.	....	0 15½
Clover, 5-10-lb. tins, per lb.	....	0 18
Clover, 60-lb. tins	....	0 16
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Hams and Live Hogs Are Down

Toronto.

PROVISIONS.—Lower prices prevailed in the market for live hogs during

the week to the extent of 50c per hundred, making the price of fed and watered hogs $16.50 and off cars $16.75. Fairly large numbers of hogs reached the market during the week and prices were easier in consequence. Prices of dressed hogs declined $1 per hundred. Medium hams in certain quarters were quoted 1c per pound lower. Dry salt fat backs were also quoted down 1c per pound. Mess pork in barrels was easier, quotations being made down to $50 per barrel. The high quotation on short cut backs was reduced $1 per barrel to $55, making the range from $53 to $55 per barrel. Higher prices were registered on compound lards of various kinds, the increase amounting to ½c per pound, the range now being from 22½c to 23½c on tierce basis. The cottonseed oil market is in a strong and advancing condition which has affected the price of compound. There is a good demand reported for both pure lard and compounds and booking is being freely made on the basis of present prices for delivery over the balance of the year. There is a good movement of barrel pork at the present time on account of the lumber camp demand.

Hams—		
Medium	0 30	0 32
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 27	0 30
Wiltshire (smoked), per lb.	0 32	0 38
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	....	0 28½
Cooked Meats—		
Ham, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	0 44½	0 50
Shoulders, roast, per lb.	0 36	0 47
Barrel Pork—		
Mess pork, 200 lbs.	50 00	51 00
Short cut backs, bbl., 200 lbs.	53 00	55 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27	0 27½
Compound tierces, 400 lbs., lb.	0 22½	0 23½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	25 00	26 00
Live, off cars	....	16 75
Live, fed and watered	....	16 50
Live, f.o.b.	....	15 60

Butter Easier But Quotations Unchanged

Toronto.

BUTTER.—Conditions in the butter market hold pretty much in the same position as last week. There is a continued easier feeling due to the fact that the commodity has not been going into export and also to the fact that the Government has announced the new regulations respecting the importation of margarine. While prices locally did not recede there was no tendency to advance. It is an interesting condition in the butter market. The fact that margarine is to be a competitor on the market with butter is operating toward an easier price while the prospect that export shipments may bring prices up is affecting the market in the opposite direction. Another significant fact is the announcement of the controlled price in Great Britain as 4c per pound higher. The matter of space is a big consideration in price of butter at present.

Creamery prints (fresh made)	....	0 45½
Creamery solids (fresh made)	....	0 45
Dairy prints, choice, lb.	....	0 42
Dairy, in tubs (choice)	....	0 40

Storage Eggs Were Weaker During Week

Toronto.

EGG.—Due to the presence of good stocks of storage eggs the price was weaker during the week. In this the market followed the tone of the American market which as indicated last week had a production greatly in excess of last year. New laid eggs on the other hand are firm, as the production of these is not heavy at the present time. Storage eggs were down 1c per dozen. The fact that space is not obtainable for export is injecting a measure of weakness into the market.

Eggs—		
New-laids, doz.	0 50	0 53
Selects, ex-cartons	....	0 47
No. 1, ex-cartons	0 44	0 45

Stilton Cheese Shows Higher Range

Toronto.

CHEESE.—New Stilton cheese showed a slightly higher tendency during the week in the local market, being quoted from 25c to 26c per pound, an advance of 1c. Prices on other grades of cheese remained unchanged as the purchasing price of the Cheese Commission was also unchanged. Receipts of cheese during the week ending October 20 were 46,572 boxes as compared with 66,276 boxes for the same week last year. The total receipts for the season up to date given is 1,600,845 boxes as compared with 1,896,987 boxes last year. This shows a decrease of 296,142 boxes.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c. lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Chickens Plentiful and Prices Down 1c

Toronto.

POULTRY. — Goodly numbers of chickens reached the market during the week and prices were accordingly easier in price by 1c per pound. Live chickens of 4 lbs. and over were quoted at 18c per pound and under 4 lbs. weight at 17c. Live hens were also quoted down 1c per pound at 16c per pound in price being quoted by commission men at Toronto Turkeys are scarce and quotations made by dealers were increased 5c per pound to 25c for young birds.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 13	0 16
Geese, live, lb.	....	0 12
Turkeys, lb.	0 16	0 25
Roosters, live, per lb.	0 15	0 16
Hens, live, over 4 lbs.	....	0 16
Hens, under 4 lbs.	....	0 13
Spring chickens, live, 4 lbs. and over, lb.	....	0 18
Do., live, under 4 lbs.	....	0 17
Squabs, dozen	....	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 22	0 25
Ducks, dressed	0 22	0 25
Chickens, dressed	0 26	0 28

Strained Honey Advanced 1c *Pound*

Toronto.

HONEY.—As indicated in these columns last week, honey was in firm position with higher prices probable. An advance of 1c per pound has been recorded, making the quotation now 20c for 5-lb. and 10-lb. tins and 19c for 60-lb. tins. Supplies are getting lower and prices will in all probability continue firm until the new crop comes in next year. A shipment of maple syrup from Quebec is expected to reach the local market during the week and the price is likely to be in the neighborhood of $1.60 per wine gallon. Maple syrup is also in light supply.

Honey—		
Clover, 5 and 10-lb. tins	....	0 20
60-lb. tins	....	0 19
Buckwheat, 60-lb. tins	....	....
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Maple Syrup—		
8-lb. tins	1 50	1 60
Gallons, Imperial	1 75	1 90

Marked Decline In Price Of Hogs

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market has shown a marked easiness during the past ten days, dropping to 15c early this week; with good runs, a further decline was expected. These are spring hogs which are arriving on the market, and are in very good condition. A decline of this kind is expected around this time of the year. Provision stocks are light, and in some lines are not equal to the demand. Therefore, prices are unchanged, although there should be a decline this week. Compound lard is selling on a basis of 21c tierces and 26c for pure. Eggs—No. 1 candled are still bringing 40-42c locally, and consumption is only fair. Some of the dealers are cleaning up hot weather stocks. Butter—The announcement that margarine will be brought in has not affected price of butter yet. Wholesalers state they do not figure margarine will affect the price of butter much; they think there may be a decline in sales a little at the first, but ultimately the effect will not be marked. The price of cheese is unchanged, Manitoba large fresh selling at 23c.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 37
Backs, regular	....	0 38
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 30	....

(Continued on page 46.)

REMEMBER

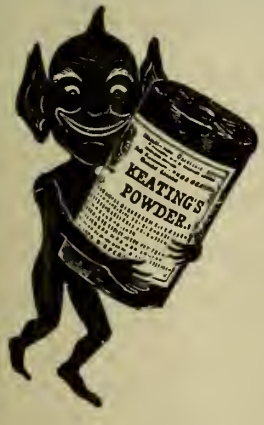
COWAN'S COCOA—

"Perfection Brand" Purest and Best

SELL IT!

PUSH IT!

B-24



Grocers Everywhere Sell More Keating's

During the past eighteen months there has been a phenomenal increase in the sales of Keating's Insect Powder throughout Canada. Part of this increase has been due to the demand for Keating's as an article of supply for the Military Camps, and part of the increase arises from the accomplishment of wider distribution of the commodity and the growing public knowledge that Keating's Powder is an invaluable and effective insecticide.

Place your orders early and see that your stock is ample for the demands.

Sole Agents for Canada

Harold F. Ritchie & Co., Limited

10-12-14 McCaul Street Toronto

KEATING'S
KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS
POWDER

Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

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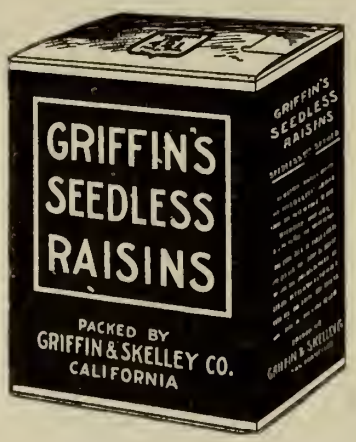
Extract From Trade Paper

Stocks of Greek Currants are practically cleaned up. Advice indicates that there are not nearly as many Australian Currants for export this year as last and price will be high.

Recommend



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Furnivall's FINE FRUIT PURE JAM

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited
Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Mention This Paper When Writing Advertisers

Help your sales by helping people to save

These are days when the stern necessity of avoiding waste, and saving material, is being brought home to every patriotic household.

Cash in on the conservation movement, by bringing the attention of your customers to

Sunset Soap Dyes

Wonderful, practical dyes — so simple, cleanly and economical to use—so sure and satisfactory in results that housewives gladly try them, and eagerly buy again.

Sunset Soap Dyes are brilliant, lasting colors, guaranteed not to injure the finest fabrics. Display them on your counter and note how quickly the neat, distinctive packages attract buyers. Try a small assortment, and develop a popular seller with a quick turnover and a good profit.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY
LIMITED
TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK

"We say positively that our Shuman Pricing Outfits will do the work of one extra clerk!"

Why? Because price-marked shelves make selling easy.

The customer increases purchases—the selling cost is lower—the grocer's profit is greater.

Set No. 1 consists of 50 metal clamps and 1,150 neat, clean, clear labels printed on strong white paper with art blue ink.

Let the Shuman outfit help your fall business.

Order a set to-day. Your wholesaler can supply you, or use the coupon.

STORE-HELPS MFG. CO.

18 Toronto Street Toronto, Ont.

CUT THE COUPON HERE—ORDER TO-DAY.

STORE-HELPS MFG. CO.,
18 Toronto St., Toronto, Ont.

Gentlemen:—We recognize the fact that proper pricing will lower the cost of selling and increase the volume of sales. We enclose $4.75, please send at once Set No. 1 Shuman Pricing System.

Yours truly,

Name.....

Address.....

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. 85 James St. N., Hamilton

$$ A FEW DOLLARS $ $

Will buy an ELGIN NATIONAL COFFEE MILL. Fill out, cut out and mail this TO-DAY.

Send me Catalog No. 25-C.

Name .....

City .....

Province .....

My favorite Jobber is.....

You will not regret mailing this Coupon to WOODRUFF & EDWARDS CO., Elgin, Illinois.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest.
If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

EAT and ENJOY

To give strict heed to the order of W. J. Hanna, Dominion Food Controller, that Canadians should conserve the meat supplies by making greater use of fish and sea foods, is really a very pleasant duty to those who are familiar with the delicious products put up under the

Brunswick Brand

The reputation enjoyed by Connors Bros.' Brunswick Brand is the result of many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast—equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay), enables us to secure the very pick of the season's catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence, "Brunswick Brand" stands for Canada's finest line of Sea Foods, including:

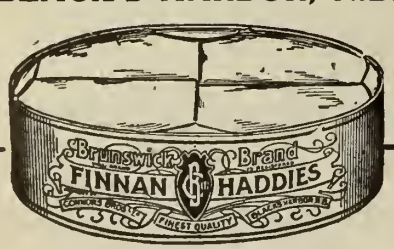
Finnan Haddies
Kippered Herring
Herring in Tomato Sauce
¼ Mustard Sardines
¼ Oil Sardines
Clams

YOUR GROCER

Good grocery stores throughout Canada sell "Brunswick Brand" Fish Foods and recommend them to their customers.

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 89
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

Wethey's Mince Meats

Apples are short crop. Mince Meat will sell freely.

When Buying, Remember—

First—that Wethey's Condensed Mince Meat is admittedly the best brand on the market.

Second—that Wethey's Bulk Mince Meats are by far the best values procurable anywhere.

WE HAVE FOUR BRANDS:

STANDARD
EXTRA STANDARD
READY-TO-USE
HOME MADE

J. H. Wethey, Ltd., St. Catharines, Ontario

ROYAL ACADIA SUGAR
"EVERY GRAIN PURE CANE"

It pays to suggest
ROYAL ACADIA SUGAR
in your daily displays

Royal Acadia is the finest grade of refined sugar made.

Its quality pleases the housewife—always. And you can confidently recommend it for every known sweetening purpose.

Royal Acadia Sugar is sold in 2 and 5 lb. cartons, 20 and 100 lb. bags, half barrels and barrels.

Get your stock displayed to-day.

The Acadia Sugar Refining Co.
Limited
HALIFAX, CANADA

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case.	5.25
20-lb. tins, ¼ doz. in case	5.20
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s. ½ butts. 8½ lb. boxes	0 58
Walnut, 9s	0 70

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few week ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November At All News Dealers **15c.**

EXTRA FANCY CALIFORNIA

Red Emperor Grapes

In Kegs, packed in cork sawdust.

FLORIDA GRAPE FRUIT

(All Sizes)

Cape Cod Cranberries

(Bbls, and Boxes)

Washington and Nova Scotia

APPLES

Best Varieties, Boxes and Barrels.

The House of Quality

HUGH WALKER & SON

Established 1861 GUELPH, ONT.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributers in every territory. ASK THEM

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge, Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 40
Jersey Brand, Hotel, each 24 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 85

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *$4.25.

Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.

Lunch Ham—1s, *$4.25; 2s, $8.

Ready Lunch Beef—1s, *$4.25; 2s, $9.

English Brawn—2s, $8.

Boneless Pigs' Feet—1s, $8.

Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.

Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Corned Beef Hash—½s, $2.

Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.

Cambridge Sausage, 1s, $4; 2s, $7.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ¼s, ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $15.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

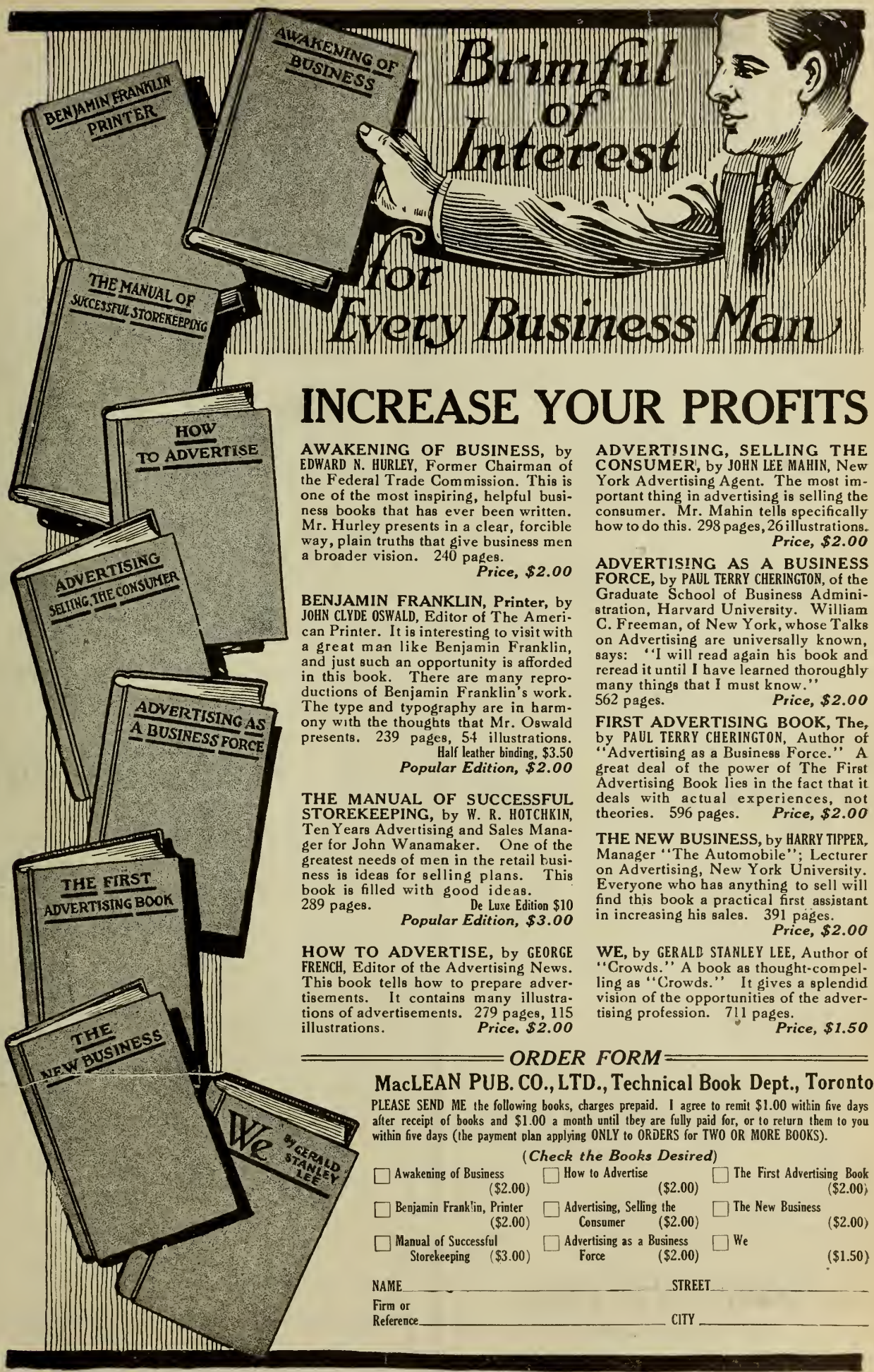
Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.



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AWAKENING OF BUSINESS, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.
Price, $2.00

BENJAMIN FRANKLIN, Printer, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations.
Half leather binding, $3.50
Popular Edition, $2.00

THE MANUAL OF SUCCESSFUL STOREKEEPING, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas.
289 pages. De Luxe Edition $10
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Price, $2.00

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Price, $1.50

ORDER FORM

MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto

PLEASE SEND ME the following books, charges prepaid. I agree to remit $1.00 within five days after receipt of books and $1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(*Check the Books Desired*)

- ☐ Awakening of Business ($2.00)
- ☐ How to Advertise ($2.00)
- ☐ The First Advertising Book ($2.00)
- ☐ Benjamin Franklin, Printer ($2.00)
- ☐ Advertising, Selling the Consumer ($2.00)
- ☐ The New Business ($2.00)
- ☐ Manual of Successful Storekeeping ($3.00)
- ☐ Advertising as a Business Force ($2.00)
- ☐ We ($1.50)

NAME _____ STREET _____

Firm or Reference _____ CITY _____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of $1.00 will be allowed.

Northern Ontario Trade

ONIONS

Ontario and British Columbia stock. Now is the time to buy your winter supply. We have what you want. Spanish Onions, in large cases. Supply limited. We have several cars due to arrive during the coming week.

APPLES

Barrels and boxes for winter storage. We have the goods. Best varieties. Get our prices on carload lots or smaller quantities.

Fancy Jamaica Grape Fruit

Red Emperor Grapes in Drums

Sweet Potatoes, Celery, Cauliflower, Etc.

DUNCANS, LIMITED

North Bay, Sudbury, Cobalt, Timmins

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

We are offering the best value in Rice on the Canadian market to-day.

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED

HALIFAX, CANADA

G. Washington's

Refined Coffee

FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A $1 can will provide delicious coffee three times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

POTATOES

WANTED

in car lots. Advise at once what you can offer.

WHITE & CO., LIMITED

Wholesale Fruits, Vegetables and Fish

Cor. Church and Front St. E. - - Toronto

Phone Main 6699

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

A good customer pleaser

Purity and goodness to satisfy the most particular are contained in every bottle of

Sterling Tomato Catsup

Not a drop of artificial coloring or preservative. Nothing but the delicious, wholesome purity that appeals to every lover of good catsup.

Stock Sterling Catsup to-day.

T. A. Lytle Co., Limited

STERLING ROAD, TORONTO

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

WANTED

WANTED TO PURCHASE
TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENing for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

POSITION WANTED

YOUNG EXPERIENCED SALESMAN CAPable of handling: Specialty, grocery, boots and shoes, or dry goods lines, is open for engagement. Best of references supplied. Apply Box 259, Canadian Grocer.

LIVE BUSINESS MAN WITH LIFE-LONG experience in the tea, coffee, grocery and dried fruit trade, seeks engagement with first-rate wholesale house as indoor salesman, traveller or departmental manager; experience, London, E.C., Liverpool, Birmingham. H. N. de Salis, 973 Eastern Avenue, Toronto.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM.
FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

SPOT CASH
FOR
Tea LEAD
SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.
AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montrea

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Kindly mention this paper when writing advertiser

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here. Don't miss this opportunity.
CANADIAN GROCER, 143-153 University Ave., TORONTO

EDWARDS'
Worcestershire Sauce
Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

MINCE MEAT
In Pails 28 lbs., tubs 65 lbs. and barrels.
Write for samples and quotations.
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONT

Salesmen Wanted
Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

KING GEORGE'S NAVY

CHEWING TOBACCO

will satisfy where others fail

The veteran "Chewer" is a mighty hard man to please, but King George's Navy always satisfies the most discriminating.

And the margin of profit on every sale should recommend King George's Navy to every aggressive dealer.

If you are not now selling it get a trial supply to-day.

Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

Daily Capacity
27,400 Bags of 98 lbs

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, NOVEMBER 9th, 1917 No. 45

Crown Brand Corn Syrup

—most economical for all table uses

THE CANADA STARCH CO., LIMITED, MONTREAL

CARDINAL BRANTFORD FORT WILLIAM

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations
Copy of report will be sent on request to anyone interested

KING GEORGE'S NAVY

CHEWING TOBACCO

keeps the cash register ringing

In grocery stores all over the Dominion the sweet, "toothsome" goodness of Rock City Tobacco is winning more and more chewers to its constant use.

And grocers featuring this popular chew find their trade considerably increased and their profits greatly augmented by Rock City sales.

If you are not already a Rock City dealer we suggest a trial supply immediately

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

REINDEER Condensed COFFEE

(*With Milk and Sugar*)

—the practical Christmas gift for every Tommy overseas

When your customers are planning the contents of the Overseas Christmas Parcel, remind them of Reindeer Condensed Coffee—how welcome it will be in trench or dugout—how quickly and how easily Tommy can prepare it by just adding boiling water.

Make up a window display of Reindeer Coffee now with a little card suggesting its suitability as an Overseas Christmas Gift. Your customers will appreciate the suggestion and you will be still more convinced of the fact that Reindeer Coffee is a good profit-maker.

Borden Milk Co.

Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg. Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

MR. CLERK YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

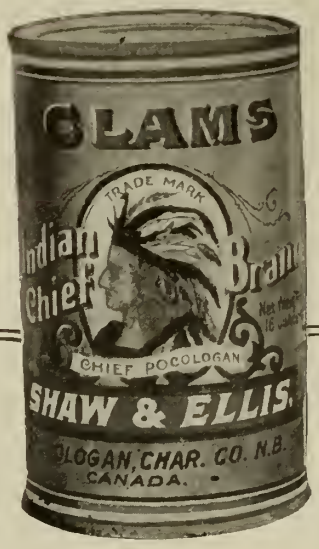
We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day.**

The MacLean Publishing Co.

Dept. C.G. **143-153 University Ave.**

Toronto **Canada**



Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA
Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers Association, will always be found pure free from dust, stems and broken leaves.
ON SALE AT ALL GROCER
The Japanese Government prohibits adulteration and coloring of Tea.

Japan Tea

will make a paying feature for your tea department during the coming year.

This delicious, wholesome tea, in natural green leaf only, is being extensively advertised. The demand is growing daily. throughout Canada.

Profit by this demand. Get in touch with your wholesaler and ask him to replenish your stock.

You'll find Japan Tea a good feature line.

Canada's Victory Bonds

A Safe and Profitable Investment that will Keep Your Business Booming

WHAT would happen to the earnings of the farmers, mechanics, laborers, clerks and other workers in your community if Great Britain stopped buying food, munitions and other supplies in Canada.

There's only one answer—those earnings would, in nearly every case, be greatly reduced, and, in many cases, would stop altogether.

This would certainly hurt your business—might even be disastrous to it.

Therefore, it is clearly in your interest to see that no effort is spared to keep Great Britain buying in Canada.

And in order that Great Britain may continue purchasing in Canada her supplies of every kind—thus providing a sure market for our farmers, and assuring the earnings of the workers in every branch of industry—Canada must extend credit. This can be done only by the sale of Canada's Victory Bonds to the Canadian people.

Remember, you are not asked to GIVE anything. Canada asks you to buy Canada's Victory Bonds. That is, to invest ALL THE MONEY YOU POSSIBLY CAN in an interest-bearing security of the highest order—the signed pledge of Canada, backed by all its resources.

This investment is the very best you could make, because the principal is safe, the interest good, the bonds acceptable at any bank as the security for a loan, or saleable at any time.

Do your part to keep Canadian business prosperous by helping to grant the credit that is necessary to enable Great Britain to continue to buy in Canada.

Take this method of helping your country while at the same time giving your own business prosperity a firmer basis for permanence.

Buy Canada's Victory Bonds

and Recommend Them to Your Customers

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

63

WAGSTAFFE'S

Pure Jams, Jellies, Marmalades, Mince-meat

are the best

Mr. Wholesaler, Retailer, and Grocery Traveller, please note it has been drawn to our attention that it is rumored we are sold out of most kinds of jams.

This is to contradict same:—

We expect to have sufficient Raspberry to carry us through until the new season, next July.

We have a fair amount of Strawberry, and a large quantity of Crushed Strawberries in Jelly, which will carry us through until next June.

We have also a fair quantity of Marmalade, to carry us through until the new season, January, 1918.

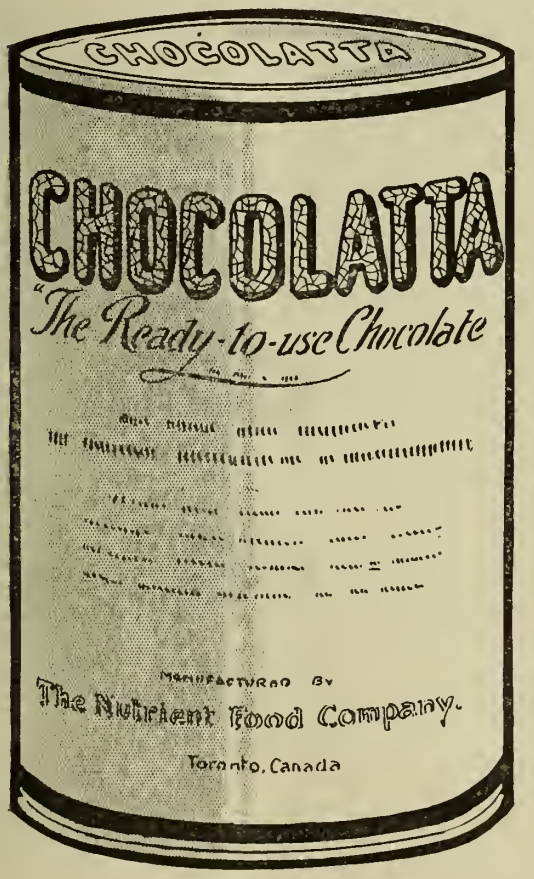
We have a large quantity of all other lines.

All orders will be taken in rotation, and we reserve the right to cut down any order; as we want to have fair distribution, and not have all the stocks in one hand.

WAGSTAFFE LIMITED, PURE FRUIT PRESERVERS HAMILTON, ONTARIO

"WE HAVE CHOCOLATTA EVERY NIGHT

and, believe me, a mess tin full of Chocolatta with French Bread and Butter makes a meal fit for a King."



Gunner H. S. Merson,
34th Battery, R.C.H.A.

In a letter from "Somewhere in France,"
January 8, 1917

Chocolatta has gone across "big" with the boys in the trenches. It not only makes a wonderful stimulating drink for the long, dreary hours, but also nourishes and renews the strength such as no artificial drink could possibly do.

Chocolatta is scientifically correct. There are no better foods known to man than chocolate, milk and sugar—all are nourishing, wholesome and of wonderful food value. Chocolatta contains the essential elements of brain and muscle energy. Chocolatta averages higher in actual food value than 90 per cent of the foods eaten by men and women in everyday life.

Chocolatta has made good, has proved itself under the most severe tests.

The extract quoted in our heading is only one of hundreds received from France in the last few months. Men all along the line are asking for Chocolatta. Your man at the front will be glad to have Chocolatta.

It comes ready prepared for serving. All you need is to add boiling water and your Chocolatta is ready.

You will be glad to drink Chocolatta regularly instead of tea and coffee, once you know its splendid qualities. For Chocolatta contains all the stimulating powers of alcohol, without the bad effects, and all the food value of the essential elements of chocolate, milk and sugar in easily digestible, soluble form.

It is easy to make for breakfast, lunch, afternoon teas and "snacks" before going to bed.

The Nutrient Food Company

TORONTO, CANADA

CHOCOLATTA

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

If you have any cars of

Potatoes, Turnips, Apples, Cabbages

to offer, telephone, wire or write me particulars.

FRED J. WHITE
Fruit and Vegetable Broker
Board of Trade
Toronto, Ontario

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Washington's COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7098

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul Street W.
MONTREAL

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

Solve Your Customers' Milk Problem and Make a Profit for Yourself.

Sell KLIM. It is pasteurized, separated milk in Powder form. A pound makes four quarts and costs your customer less than 9 cents a quart. The ten-pound tin makes 40 quarts and costs only 7½ cents a quart.
Klim is being heavily advertised. Order from your Wholesale Grocer.

CANADIAN MILK PRODUCTS LIMITED
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal
W. H. Escott Co., Limited
Winnipeg, Manitoba
Quebec Office, Montreal, P.Q.
Kirkland & Rose
Vancouver
Calgary Edmonton Saskatoon
Regina

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate

Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Trade Papers are Pioneers of Business Expansion

When writing to advertisers kindly mention this paper.

A want ad. in this paper will bring replies from all parts of Canada.

Are you pushing these three trade-getters

Three Condensed Milk and Coffee lines that have proven their selling merits wherever displayed.

Malcolm Made-in-Canada Milk Products are good lines to feature at any time but particularly during the social season when their wonderful convenience and utility are additional points in their favor.

Keep your stock well up.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The only all Canadian Condensed Milk Co. in Canada

TRADE MARK
KEYSTONE
BRAND

OUT OF THE COMMON

The housewife has grown to realize that all corn brooms are not the same in quality and that it is worth while insisting on a

KEYSTONE "NUGGET" BROOM

Light in weight, high in quality, moderate in price, the "Nugget" is all that a woman looks for in a broom. It is a broom you will like handling.

Write for Prices, etc., to

Stevens-Hepner Co.,
LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.

A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

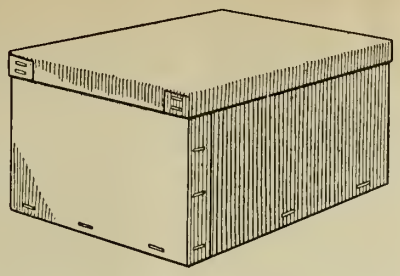
They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray.*

Do you need a business stimulator? Try eggs according to the *Star System.* We'll tell you how.

Write us.

Star Egg Carrier & Tray Mfg. Co.
1620 Jay Street *Rochester, N. Y.*

If any advertisement interests you, tear it out now and place with letters to be answered.



BOXES FOR OVERSEAS

The Red Cross Society say they are the strongest boxes made. This box is not cardboard or corrugated paper but a solid board made only by ourselves. Thousands have been sent overseas. No wrapping required.

SIZES.	Per 100
5 x 6 x 8—sold in 100 lots.....	.....$10.00
5½ x 7 x 9—sold in 100 lots.....	12.00

F.O.B. Ottawa.

In shipping the small boxes nest into the larger.
Rush your order now for immediate delivery.

The
CANADA CHEESE BOX CO.
Limited
Booth and Queen Streets - Ottawa, Canada

A **Bowes** TRADE MARK **PRODUCT**

HANDLE THIS LINE

It profits the dealer

It pleases the customer

Bowes SECURITY OF PURITY

The Bowes Co.
Ltd.
Toronto, Can.
Branches: St. John, N.B. and Winnipeg, Man.

Bowes SECURITY OF PURITY

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

Push Ocean Blue with confidence, and you will secure the confidence of your customers.

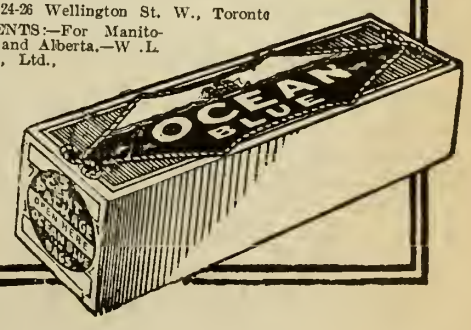
OCEAN BLUE

sells on *merit, quality, value.*

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

for November At All News Dealers **15c.**

Get acquainted with the Bulldog family

Get your customers acquainted with them.

Nineteen "Bulldog" Cleaners—and every one a customer-pleaser.

They have been shown, advertised and sold for fifteen years and are going stronger than ever to-day.

Be one of the dealers handling "Bulldog" lines. It will pay you.

John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents:

Mowat & McGeachy, Saskatoon;
Oppenheimer Bros., Vancouver, B.C.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributers in every territory. Ask Them

Head Office and Showroom:
27-31 Brock Ave., Toronto.
Phone Park 513

Just another proof of Eureka Superiority

The EUREKA Odorless Fish Cabinet

A handsome store fixture that will help good grocers secure their proper portion of the present big fish demand.

The cold water which is retained below the ice absorbs every bit of odor and the thick insulated walls reduce the ice consumption to a minimum. Water may easily be drained off when necessary, without any direct drain connection or unsightly floor pan.

Every Eureka Odorless Fish Cabinet is supported on ball-bearing casters, so that it can easily be moved from place to place in the store.

Don't confound this superior fixture with the ordinary fish box. It is superior to anything of the kind on the market.

We would like to send you fuller particulars. Write us. No obligation whatever.

EUREKA REFRIGERATOR COMPANY, LIMITED

Brock Avenue, Noble Street, Earnbridge Street : : TORONTO

COWAN'S COCOA—

"Perfection Brand" Purest and Best

"In Every Home"!

Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians

B-25

BROKERS

We want live Brokers in every city in Canada to sell our line of

BISCUITS
CHOCOLATES
CONFECTIONERY

IMPERIAL
MAPLE CREAM
BUTTER

IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited

Office — Factory — Refinery

330 Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

"POPULAIRE'S" EGG POWDER

Guaranteed to give just as good results as fresh eggs for all cooking purposes—cakes, puddings, etc. Eggs at present prices are too costly for most people to use and your customers will be glad to purchase this substitute, giving equal results at a very low cost:

10c package equals 1 doz. eggs.
20c " " 3 " "
35c " " 6 " "

Write us for prices.

THE IMPERIAL COMPANY, Reg'd

26 Demers Street, 645 St. Valier Street, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

For the same reason that progressive grocers favor the sale of breakfast foods in packages so do they favor the sale of tea in sealed packages.

Tea is more sensitive to air, moisture and dust than breakfast cereals. And it absorbs odors of matches, soap, oranges, etc., as readily as does butter. The sealed package is the only sure way of insuring it reaching the consumer pure, clean and full strength.

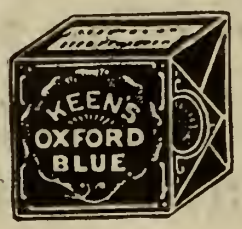
Besides that, the grocer finds package tea the handiest and quickest way to sell tea. There is no weighing to do, no tying up, no argument as to the price—the price being plainly marked on the package—the profit **net**—and the quality of the tea fully guaranteed.

Old methods of merchandising have given way to more sanitary, quicker and more satisfactory methods. The splendid quality of Red Rose Tea and its sealed, guaranteed package have been a factor in bringing this change about.

T. H. ESTABROOKS CO., LIMITED

St. John Toronto Winnipeg

If interested, tear out this page and keep with letters to be answered.



KEEN'S OXFORD BLUE

Always have a Keen display on your counter.

You won't need to "talk" Keen's.

Your customers know it—*"the blue of blues."*

And the returns you'll reap from Keen's popularity will convince you that it's a selling line entirely unequalled.

Maybe your stock needs replenishing?

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Head Office { 181-183 Bannatyne Ave. Winnipeg

Branches:
Regina
Saskatoon
Calgary
Edmonton
Fort William

W. H. ESCOTT CO., LIMITED

Manufacturers' Agents and Wholesale Grocer Brokers

ROBERT BLACK,
Manager

FORT WILLIAM,
Ontario, Canada

(Room 1, Orpheum Blk.)

If interested, tear out this page and keep with letters to be answered.

CANADIAN GROCER

Vo . XXXI. TORONTO, NOVEMBER 9, 1917 No. 45

Food Controller Proposes Conditions

Suggested Form of Regulation for Package Goods Manufacturers Under License Discussed at Union Meeting—Some Forceful Arguments.

THE Food Controller evidently intends to license some at least of the manufacturers of package goods, but it is equally evident that he is going to make them fight for their opportunity.

At a meeting held at the Board of Trade, Toronto, on Tuesday, at which manufacturers, wholesalers, and retailers were represented, the proposed questionnaire that will be submitted to those applying for license was read and discussed.

The reasons given for the regulation are:—

1. To save wheat at the present time and to provide for the saving at any future time of such articles as may be found necessary.

2. To encourage the use of wheat substitutes such as the products of oats, corn, barley, buckwheat, etc.

3. To assure to the people that they will receive good value for any money they spend on the articles under consideration.

4. In case rationing or limiting the quantities used becomes necessary, to ensure that each person will receive a fair proportion.

The order-in-council was passed because it had been decided that these objects would be best achieved by prohibiting the manufacture and sale of these articles except by license.

The proposed regulations with which persons will comply who have a license to manufacture and sell breakfast food, cereals, and flour in packages containing least than 20 pounds are:—

(1). Each and every package must clearly give the following information on that part of the package that is most easily seen by the customer, and the information must not be hidden or obscured in any way.

(a) Name of article.

(b) Name and address of manufacturer.

(c) License number.

(d) Nett weight of contents, stated in pounds avoirdupois or fraction of same.

(e) Approximately percentage of each ingredient.

(f) Month and year when manufactured.

(2) The cost of the container must be a very small part of the total cost.

(3) The prices at which these goods are sold to the public must not exceed an amount allowing a reasonable profit on bulk goods plus cost of container and package.

Examinations of manufacturers' books may be made with a view to fixing the price to be charged to the public. Such an examination will have regard, not necessarily to market prices, but to the cost of production of the article, to the rate of profit usually earned before the war, and to whether such a rate of profit was unreasonable or excessive, or to any other circumstance of the case.

The fact that an extravagant profit has been made in the past will not justify a continuance of the same.

Heavy charges for advertising or for selling expenses will not be sufficient reason for charging excessive prices.

5. In case of reduced supplies the licensee must sell to former customers, pro rata.

6. The licensee if required agrees to at once make earnest endeavour to find a substitute for ingredients which it may from time to time be necessary to conserve. At the present time, as little wheat should be used as possible.

Professor Harcourt, of the Ontario Agricultural College, a member of the Food Controller's staff, was present at the meeting and presented these suggestions, pointing out that they were suggestions sent out with an idea of getting the trade's viewpoint on how to combat certain disadvantages that pertained to the package system.

Dating Package Opposed

Strenuous objection was taken to the clause regarding the dating of packages. G. Horton of Dunn-Horton, Toronto, argued that it would be detrimental to the retailer, because it would militate against the sale of goods that had been stocked for a little while, but which were still in perfect condition. Neil Carmichael, a Toronto retailer, was of the opinion that the housewife had no idea what fresh goods were; if the date were only a week old, he urged, they would probably think that the goods were stale.

A. Jackson of the Roman Meal Company thought that it would tend to throw all the business to the departmental stores, who were the only dealers who could buy in large bulk and yet turn their goods over quickly.

Professor Harcourt pointed out that the idea behind the suggestion was to prevent the retailer holding goods on his shelves till they deteriorated, when they would neither be good for the public nor a good advertisement for the manufacturer. Mr. Hortop urged that practically every manufacturer kept some sort of record of when his goods were manufactured and stood behind them with an iron-clad guarantee, so that there was no danger of the public actually suffering. At this juncture the question was raised as to whether the committee that Mr. Hanna had promised to appoint had done anything to relieve the situation. Manufacturers present at the meeting, stated that nothing had been done.

An Unnecessary Waste

Mr. Hortop contended that a good many dollars had been lost unnecessarily through this inactivity on the part of the Food Controller. "The trade feels," he continued, "that it has not been given proper consideration. Goods that have been contracted for because of the uncertainty of the situation are being refused and returned to the wholesalers or manufacturers. If the position were once made clear then it would be possible to go ahead and meet the situation. Mr. Hanna" he continued, "met with a large gathering of retailers, manufacturers and wholesalers, and he could have gained a great deal of information. He did not display any eagerness, however, to get that information."

R. Dowson, a retail grocer, thought that it was unfortunate that the Food Controller had not seen fit to consult with the trade before making such drastic regulations. There surely was a possibility of making changes and con-

serving food without the retrogression that was represented by this action.

Order Had Not Effected Economy

R. S. McIndoe, representing the Postum Cereal Company, urged that the order did not actually represent any economy. There were more goods stored away at present than there had ever been at this time. People had been frightened into buying far in excess of their needs.

There are plenty of people who are buying cereal goods in case lots, stated another in confirmation of this statement.

D. McLean, Roncesvalles Ave., contended that all merchants carried goods in bulk and that consequently the person who wanted to so buy them was under no actual hardship.

There are hundred of stores in this city, stated another member of the gathering, where it would not be safe to sell goods in bulk. After all health is one of the main considerations in such matters, and these goods sold from such stores would not be healthy.

Customers Did Not Want Bulk Goods

The proposal was a war measure, urged C. H. Routliffe, of the Lyndroute Stores, and if it in any way aided in winning the war, it should be accepted. Personally he was inclined to favor the measure. It would do away with a good many stores which would be no great loss to the community.

D. W. Clark, a retailer and chairman of the meeting, was of the opinion that it would be a good move to get the consumer to sign a resolution in favor of package goods. "I believe that 90 per cent. of the consumers are demanding packages," he stated. Does the Food Controller think that we can put up these goods more cheaply than the manufacturer? Either we have to get extra help, or work our staff at night.

"As far as bulk goods go" stated Mr. Routliffe, "we have tried to push goods in bulk, and have found that the people do not want them."

A resolution was finally formulated, but, as it was considered likely that the Food Controller's committee would take action in the near future, it was decided to leave this matter in abevance pending some action by this committee.

DEATH OF H. P. ALLEN

The death occurred recently of H. P. Allen, President and Managing Director of D. S. Perrin & Company, biscuit and confectionery manufacturers of London, Ont.

NEWFOUNDLAND SEEKS FISH MARKET

Sir Edward Morris, Premier of Newfoundland, is at present in England endeavoring to obtain tonnage for both cured and chilled fish supplies for Europe. These supplies from Newfoundland are to be marked at one-third the present European market prices for chilled fish.

Canada Gets a Fifty Million Order

United States Turns Business Towards Canada—Only the Forerunner of Other Orders to Follow—Another Year of Prosperity Assured.

The feeling of uncertainty that developed on the curtailment of War Office orders has unquestionably had some effect on the business situation. That this feeling is not justified by conditions is made very plain by an article appearing in the current issue of *The Financial Post*, relative to the immense order that has just been placed in Canada. From *The Financial Post's* account the following excerpts are taken.

Within forty-eight hours an official announcement can be expected of the placing of American orders in Canada for shells to the value of $50,000,000. Prominent Canadian manufacturers and members of the Imperial Munitions Board, including Sir Joseph Flavelle, have returned from Washington, where they completed the necessary arrangements.

This is the most important development of the past three months. It nullifies the probable effect of the slackening of munition orders from Great Britain and assures a continuation of industrial activity in Canada. As the orders forecast are but a starter it is not unreasonable to assume that for an indefinite period business conditions in this country will continue as favorable as during the past eighteen months. The importance of the impending announcement cannot be overestimated. It will completely change the outlook. A brisk, prosperous winter is ahead.

Negotiations to this end have been pending for some time. From the standpoint of the U. S. Government, the placing of orders in Canada is purely a time consideration. The curtailment of Imperial orders left a number of Canadian plants, equipped to produce shells, idle. Uncle Sam could not turn out as large a supply of munitions as he needed. Therefore, he is willing to utilize the capacity of Canadian plants to speed up deliveries. It was the same motive behind the earlier placing of orders in Canada for underwear and other knitted goods.

It is understood that the negotiations from the Canadian end were conducted jointly by members of the Imperial Munitions Board and manufacturers of munitions. Sir Joseph Flavelle and Sir Charles Gordon were in Washington, and among the munition men who figured in the proceedings were H. J. Fuller, President of the Canadian Fairbanks-Morse Co., and W. G. Harris, of the Canada Metal Co.

It is not yet clear how these orders will be placed and handled. There will not likely be any difficulty in connection with arrangements for financing. It will not be necessary for the Canadian Government to extend credit as has been done according to report with Imperial orders. The American Government will pay for the shells as they are delivered.

It is possible, however, that the orders will be placed through the Imperial Munitions Board and that payments will be made the same way. This is the likeliest explanation of a rumor that is current to the effect that the Board is to receive 50 cents per shell on all American orders filled. It is possible that this charge is being made to cover the work of supervision which would be entailed if the responsibility of filling the orders were laid on the Imperial Munitions Board.

The Handling of the Orders

This spectacular development crystallizes much of the groping toward co-operation with the United States that has been apparent for some time. It was clear to foresighted manufacturers that Uncle Sam was going to need assistance and that Canada was in a position to step into the breach.

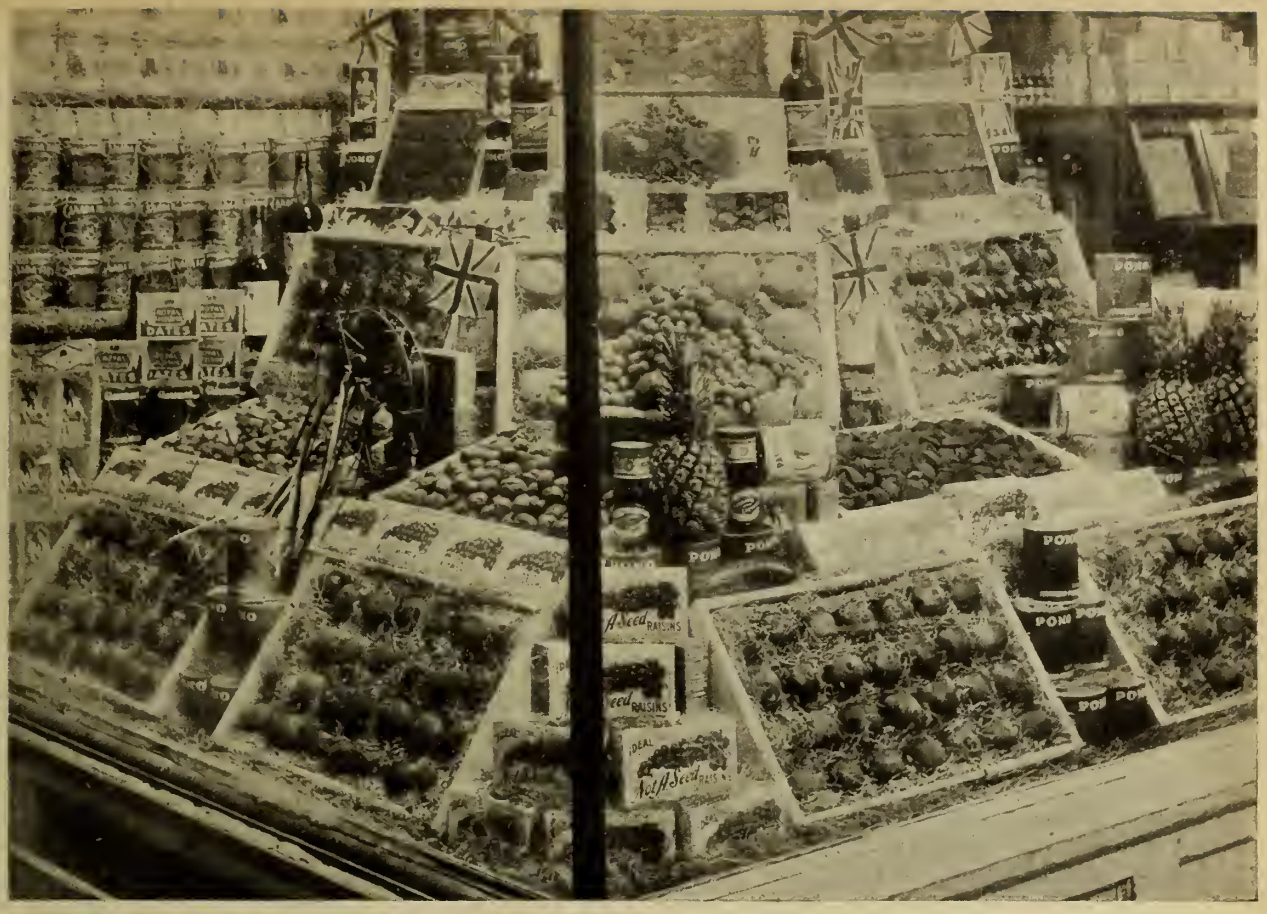
It has been felt in some quarters that there might be objections raised on the other side to the placing of orders outside of the United States. The Liberty Loan was raised on the understanding that it would not be spent outside of the country. This naturally raises the point as to whether the U. S. Government will expect Canada to supply credit to cover such orders as may be placed here. This is deemed as unlikely, however. The orders are being placed simply because American industry is being taxed to the limits of its capacity now, and cannot produce immediately all that is needed. Under the circumstances some orders must be placed abroad, and Canada is so placed that she can handle them. That the U. S. Government is prepared to finance the operations seems logical, although it is too early to suggest what has been arrived at in that connection.

The Effect on Business

The placing of American orders in Canada is of tremendous importance in its bearing on the business outlook. Foresighted men were preparing for a gradual "letting down" of activity this winter. It was not feared that our prosperity would desert us, but, with the end of the munition industry in sight, a curtailment of buying power was foreseen. American orders will throw us back into the position we occupied before. Factories will be busy and help scarce as a result. Wages will continue high and buying power will be as great as ever. Our remarkable era of war prosperity has been given an indefinite lease of life.

RETURNED SOLDIERS GUARANTEED THEIR PLACES

At a meeting of the Retail Merchants' Association of Windsor, held on October 25, a motion was carried unanimously that any employe returning from the front would be guaranteed a position equally as good as the one he left.



The Christmas window display of G. F. Grinyer, 2474 Yonge Street, Toronto. Trays of oranges form the base of the display. The second row consists of trays of nuts slightly tilted, with canned fruits and packages of raisins between each. Trays of fancy apples and grapefruit, with a bowl of grapes in the centre, form the next row. The remainder of the window is made up of boxes of figs and chocolates, table raisins, comb honey and tins of fruit.

Making the Most of Potato Stock

The Problem of Successful Storage—Saving Depreciation by Careful Handling.

ABOUT this season of the year a good many merchants will be putting in their supply of potatoes for the winter. Probably most merchants are prepared for a good deal of wastage in these stocks. This is not necessary, however, for, if properly cared for and housed, and if a proper temperature is maintained, this stock should show a negligible element of loss right down to the last bag, and should keep its sound, healthy appearance even well into the spring.

The Government has issued a bulletin dealing with the handling and care of potatoes. The part of this bulletin of particular interest to the merchant is that dealing with storage.

Potatoes, according to this report, should be stored dry in a cool, well-ventilated cellar which is perfectly dark. There is no doubt great losses occur every year from the careless storing of wet potatoes in comparatively warm and poorly ventilated cellars and piled in great heaps, giving almost ideal conditions for the development of any disease which may be in them and very favorable conditions for rotting. The expense of providing a good system of ventilation for a cellar would be soon offset by the better condition in which the potatoes would keep; hence the more profit there would be from them. Should it be considered unwise to go to this expense, every effort should be made to have as free air circulation about the potatoes as possible. Instead of piling the potatoes against the wall or on the floor, slats should be nailed a little apart about six inches or more from the wall. This will give a circulation of air behind the pile. A temporary floor should be put down about six inches above the permanent floor, with cracks between the boards. This will permit air to circulate under and through the pile. Then if the piles have to be made very large, square ventilators of wood made of slats and running from the top to the bottom of the pile could be put in here and there through the pile. These with the ventilation afforded at the sides and bottom will keep the potatoes in a much better condition than if they were in a solid pile. Another good plan is to keep the potatoes in large crates made with slats. The ventilation between these crates would assist very much in keeping the tubers in good condition. Thousands of bushels of potatoes are lost every year, when there is disease in the crop, by neglecting ventilation. The temperature of the cellar or store-house should be kept as nearly 33° to 35° F. as possible. The cooler potatoes are kept without freezing the better. Not only is the value of the tubers for seed lessened by sprouting, but they are also much injured for eating. Moreover, if the potatoes are held over to sell in the spring, sprouting will cause a great deal of shrinkage in weight. It is important to have some means of letting an abundance of fresh air into the cellar towards spring, when it becomes more difficult to keep the potatoes in good condition. Cool air should be let in at night when the outside temperature is lowest and the cellar should be kept closed during the day.

NO IMMEDIATE LIKELIHOOD OF PRICE OF FLOUR BEING SET

Ottawa, Nov. 5.—(Special from our own correspondent.)—Your representative called upon Sanford Evans, the representative of the Food Controller on the Milling Committee, in regard to the possibility of a price being set on flour in the immediate future. Mr. Evans stated that there was little likelihood of the price being set before November 14 at the earliest, and that even then the price would not become operative before December.

"HOW TO MAKE FIGURE FACTS EARN PROFITS"

(Second address by Frank Stockdale.)

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit.

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the nightwatchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits.

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records into their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures.

THE DANGER OF NOT HAVING THE FACTS

"I know a store that ran along for four or five years making a nice profit for the owner. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because their competitors know a few things they don't know and among the things their competitors know are these: *'What lines are profit makers,' 'What lines are profit chokers,'*—these two lines are found in almost every store. 'What their constant expenses are,' 'How much it costs them to sell goods."

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling.

"Other things the man who is up with his business knows are *'How much money is invested in stock.' 'Are stocks increasing faster than sales.' 'How many bills he has to pay,' 'Whether collections are keeping up with charges,' 'Progress and condition of the business.'*

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better.

"*'Don't forget markdowns.'* That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be.

"*'Expenses forgotten are usually profits lost.'* I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes.

"*'Rent and real estate.' 'Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital.' 'Salary for self and members of family.' 'Depreciation on goods and equipment.'* These are other items that must be considered.

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other.*

MARGIN NOT NECESSARILY PROFIT

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like for someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit.

*Fruit is an instance of quick depreciation. It may turn over fifty times a year and yet show depreciation.—Ed.

USE AND ABUSE OF PERCENTAGES

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be referred to when you are stuck about percentages:—*'Percentage is a sign of relationship.'*

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (*1*) *Cash*. (*2*) *Help*, and (*3*) *Merchandise*.

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

ANTE-MORTEM NOT POST-MORTEM FACTS

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one expense to know if you are doing all right, and that expense is *Rent*. The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that *"average percentages do not apply to specific cases"* and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store." He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

DEPARTMENTALIZING THE STORE

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked "What distinction is there between turnover and sales."

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is *turnover* and the other is *volume*," said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."

Government Fish Scheme Progresses

Ontario Minister of Fisheries Will Secure Fish From Lake Erie to Meet What He Terms Growing Demand—Fishermen's Union—Newfoundland Fish For Europe at One-third Present Prices.

THE Ontario Government fish distribution scheme is making rapid headway, and despite the approach of winter with its resultant falling off in the quantity of supplies available, the demand is so great that new sources of supply have to be found. The demand comes from all parts of the Province of Ontario and Hon. F. Macdiarmid, Minister of Public Works and Fisheries, expects that very soon regular shipments from Lake Erie, Lake Superior and Georgian Bay will supplement the present shipments from Lakes Nepigon and Nipissing.

Jumbo herring is one of the chief varieties of fish caught in Lake Erie, near Port Dover, Port Stanley and points on the Canadian shore, and the Minister is completing arrangements to get regular supplies at these places for the large number of consumers in the busy towns and cities of Western Ontario. In the Lake Erie district Jumbo herring is commonly known as Lake Erie whitefish and is declared by many to be superior to whitefish. Enthusiasm over the scheme has developed to such an extent that practically every city and town in the province is now clamoring for Ontario Government fish retailing at 12½c per pound in Toronto, and slightly more outside of the city on account of the additional cost of transportation to other points.

Already some small shipments of Jumbo herring from Lake Erie waters have been brought in to Toronto by the Ontario Fisheries Department and this variety of fish is on sale in Toronto stores at 10 cents per pound. Some shipments from Pt. Stanley have been consigned to London and St. Thomas where they will be sold at 9½ cents per pound. The Toronto price of 10c will rule in all other parts of the province. Some shipments from Georgian Bay ports have also been made to Ontario points, according to information reaching S. L. Squire, Distributor of Fish for the Ontario Government.

Weather conditions are affecting shipments from Lakes Nepigon and Nipissing, but the Government expects that with regular shipments coming in from Lake Erie ports the service will be extended.

Fishermen Organize Union

Canadian fishermen of Lake Huron and Sarnia district are contemplating the organization of a union which will enable the fishermen to deal direct with the consumer and thereby save considerable money to both parties. At the present time prices are based on quotations offered by the big fish concerns of Chicago and New York. The fishermen are expected to ship in carload lots, handling the whole business themselves. The fluctuation of prices in the past has been too much for the fishermen as the producers have had to take the prices offered or let the fish rot.

LIEUT.-GOVERNOR GANONG PASSES AWAY

Governor of New Brunswick, and Head of Large Confectionery Establishment, Dies After Brief Illness. A Notable Figure in the Life of the Province

By the death of Hon. Gilbert W. Ganong, which occurred on October 31 at his home in St. Stephen, N.B., after a short illness, that town losses her most prominent citizen, the province is deprived of its lieutenant-governor, and a figure of national prominence is removed from the commercial and industrial life of the Dominion.

In the business world he was chiefly known as the president and chief stockholder of Ganong Brothers, Limited, of St. Stephen, one of the largest confectionery manufacturing concerns in Canada. This business was founded in 1873 when the late lieutenant-governor formed a partnership with his elder brother, the late James H. Ganong. Since then it has grown and expanded steadily. The industry which he created is the largest in the town in which it is situated. The late Mr. Ganong was also interested in the St. Croix Soap Mfg. Co., Ltd., of St. Stephen, makers of Surprise and other brands of soap.

Born in Springfield, King's County, N. B., in 1851, he had attained the age of 66 years. He received his education in the public schools in Springfield and the provincial normal school. He taught school for a time in Fairville, N.B., and was planning to study medicine when he abandoned the idea to enter business with his brother, removing to St. Stephen for the purpose.

In spite of the time devoted to his business affairs, Mr. Ganong always found time to take an active interest in public affairs and was ever to the fore in all matters relating to the welfare of the community in which he had made his home, and at the time of his death was president of the local hospital board and the board of school trustees.

He first entered politics in 1896 when he was elected to represent the county of Charlotte at Ottawa. He was re-elected in 1900 and 1904 and defeated in 1908. His appointment to the office of Lieutenant-Governor of the province was announced on June 29 of this year and his inauguration occurred on July 4. His death, less than four months afterwards, made his period of service the shortest in the history of that office.

The late Governor Ganong was a man of the finest character, respected and esteemed by all with whom he came in contact, a man of genial but dignified bearing and one who had vast numbers of friends and no enemies. In politics he was a Conservative and in religion a Baptist. He was a descendant of Huguenot stock, his paternal ancestor of five generations before having been expelled from France by the Edict of Nantes and later settling in America. On both sides of his family, the late governor's ancestors were United Empire Loyalists who sacrificed their homes at the time of the American Revolution and came to settle in New Brunswick.

The funeral of the late governor, which took place on Friday, was of an official nature and was one of the most impressive funeral ceremonies in the history of the province.

MILK PRICES INCREASED

Milk is now selling for twelve cents per quart in Galt, Ont., representing an increase of three cents within the past few weeks. This price was agreed upon by the vendors following the action of producers in raising their price from 20c to 30c per gallon.

A similar price was made in Chatham, Ont., being an advance of 2c per quart.

Brantford milk is selling at 10c per quart being an advance of one cent.

Hamilton milk has increased three cents per quart.

London milk has advanced one cent per quart to the present price of ten cents.

Interior of the Elvin Shantz store at Waterloo, Ont.

The Problems of Extending Credit

How Far is a Husband Responsible for a Wife's Debts?—The Questions by Whom and When Credit Can be Pledged Answered.

By Walter E. Lear, Barrister-at-Law, etc.

A HUSBAND is not liable for all the goods which his wife may see fit to order and have charged to his account. A wife may pledge her husband's credit only for necessities, and what is or is not a necessity is a question of fact depending in each case on the financial condition of the husband. However, in no case is money a necessity in the eyes of the law, and a merchant who advances a wife money has no claim for repayment by the husband, even though the wife were starving and she used the money so advanced to buy bread. What the merchant should do is to buy the bread and then charge it to the husband, as bread is always a necessity.

Other goods ranking between bread and money, may or may not be a necessity according to the facts and conditions of each particular case. A watch would not be a necessity for the wife of a day laborer while a reasonably good watch would likely be held a necessity for the wife of a professional man. A cheap stove would be a necessity for any family and a very expensive one might be so held for a wife whose husband is well able to afford it. In all such cases it will be well for the merchant to consider whether the goods being ordered could be properly considered a necessity for the wife ordering them. In order to arrive at a proper conclusion the merchant should find out what the husband does for a living. With the exercise of a little common horse sense the merchant ought to be able to decide whether the goods ordered are necessities or not.

The second point to be considered in extending credit to wives is whether the husband supplies his wife with such necessities as she may require. If this is the case, then the merchant cannot collect from the husband even for necessities supplied to the wife. The principle is this, the husband has the right to say where he will buy the necessities to run his household. If the wife is otherwise supplied she has no right to pledge her husband's credit. Again the husband may give his wife an allowance to cover her personal expenses and the expense of house-keeping. If such is the case then the husband is not liable for his wife's debts. And further, if the husband is a boarder with his wife, she conducting a boarding house in her own right, then the husband is not liable for his wife's debts. any more than any other boarder would be liable.

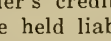
A wife has no general power of attorney to pledge her husband's credit and the merchant must exercise a good deal of judgment in permitting married women to run bills on the promise that their husbands will pay. Where a wife runs a bill in the name of her husband and the husband pays the account, then the merchant is entitled to presume that the husband will pay all future bills of a similar nature, but until the husband has actually paid the first bill the merchant has no assurance that he will pay it. Where a wife is running up a bill for the first time it would be well for the merchant to quietly inquire of the husband whether he intends to pay the bill. This can be done without giving offence by mentioning to the husband the fact that his wife is running a bill. Merely saying something like this would be sufficient, "Mr. Jones, I suppose you know that your wife is running a bill with me. I wasn't worrying any about it but I thought it would be as well to tell you." Jones will acknowledge that he knows and that it is alright. Then all you need is to have had a clerk hear what you said and his answer and then you can hold him liable.

A wife living separate from her husband is still entitled to pledge her husband's credit for necessities, even though he has published notices in the paper to the effect that he will not be responsible for debts contracted in his name, unless he can show that his wife is living in adultery, or that he is paying her alimony, or that she has independent means of support, or that the wife is living separate on her own account and that the husband's house is open for her any time she may desire to return. A husband is not bound to support two houses and the wife is bound to live where her husband wishes. If she does not choose so to do, then she must support herself without any claim upon her husband for support.

A child has no implied authority to pledge his father's credit. However, a father would be held liable for necessities for the home if it were shown that the mother or housekeeper had sent the child for the goods and that the goods had been consumed in the home. If a neighbor sent a child to the store for, say, a dollar's worth of sugar and gave the boy the dollar to pay for the sugar, and the boy gets the sugar and has it charged to his father and spends the dollar, then the father would not be liable. A father cannot be held liable for necessities for his child in the same manner as he is liable for necessities for his wife. A child may need a suit of clothes ever so badly and a merchant might supply them to the child on credit, but the father would not be required to pay for them. There are but few things for which a father can be held liable when purchased by his child on credit. A child may throw stones through the merchant's window and the father is not liable, except in a case where the child was on his father's business, say, for instance, the boy driving cattle for his father. If the law were otherwise, a bad boy could ruin his father by running up bills all over town and doing damage to property.

A servant has no implied authority to pledge his master's credit, except in cases of necessity arising out of and in course of his or her employment. Generally a domestic servant would have authority to pledge her master's credit for household necessities consumed in her master's home, and a chauffeur would have authority to pledge his master's credit for slight repairs to his automobile to enable him to take the car home. In all cases a merchant must satisfy himself that the servant has authority to pledge his master's credit, otherwise he will be "stung." I might mention in passing that some years ago I had a client who owned several farms; on one of these farms my client kept a hired man to look after several head of cattle. Feed ran low and the hired man bought several tons of hay from another farmer and fed it to the cattle. The farmer sued my client for the value of the hay. Needless to say the farmer lost his suit, as it would be a ruinous state for the law to permit every servant to pledge his master's credit every time he so desired.

In deciding whether it is safe to extend credit to a man's wife, child, or servant, good common horse sense will be more helpful to the merchant than the advice of the most learned lawyer in the country.



COMMANDEER EXCESS PROFITS

That the present saving on beef, bacon and flour in Canada under the direction of the Food Controller and with the co-operation of the women of the country is saving enough of these foods to supply a million soldiers in France, was the statement of Dr. Robertson, chairman of the Central Food Committee, speaking at Winnipeg recently.

Continuing, Dr. Robertson stated that in future the profiteer would be controlled and that personally he would, if empowered, take for the people all the profits of the big milling companies over five and a half per cent.

Merchants Challenge Hanna's Opinion

Reports Still Arriving Prove That Majority of Merchants Favor Package Goods — Ottawa Merchants do Not Favor Food Controller's Move—Advocate Net Weight in Packages.

DURING the course of one of the Stockdale lectures the question was propounded: "Is there any method by which the consumer can be induced to buy groceries in bulk?"
To this Mr. Stockdale replied: "The best answer that I can give to this question is the following instance: The Housewives' League in New York inaugurated a campaign to urge housewives to buy in bulk. Everything went well until they came up against the question of sanitation and the preservation of the commodities purchased in bulk. After a careful consideration of these conditions the League turned over to the other side and became as energetic advocates of packaged lines as they had formerly been opponents. They found that the preservation and standardization of the product that was the outcome of the package movement was a bigger argument than any that could be adduced against it."

FOR the past couple of weeks we have been quoting opinions relative to the package cereal embargo from all parts of the country. These opinions continue to pour in from all sources.

F. F. Adams, of Cardinal, referring to the matter states: "In my opinion the order to prohibit the sale of ready to serve cereals in packages will allow very unsatisfactory conditions to prevail in the average store where these goods would be sold in bulk. Apparently the Food Controller has thus far been listening to one side of the question only."

G. H. Richardson does not consider the change practical or possible, especially in prepared cereals. Where space is limited it would simply mean not stocking them.

Better Control Some Prices

W. A. McMaster of Lindsay, Ont., is emphatic in his disapproval of the measure. "I don't think it is any good," he states. "Some control over some prices would be better."

"It will work all right as far as oats, flour, cornmeal, and rice are concerned," is the answer given by Waters and Son, Norwood, Ont., "but we cannot see how it can be worked with many lines such as Corn Flakes and Shredded Wheat, two large sellers."

What Some Ottawa Grocers Think

Mr. Halpenny of Halpenny & Co., 590 Bank St., Ottawa, states that he is not worrying about new package law. He thinks readjustment will soon come and bring better conditions for all.

T. J. Somerville, 791 Bank St., Ottawa, thinks that the new package law is a great mistake. He can see no saving. More help will be needed and customer must bear the cost. Waste will certainly result for the grocer. His customers are now buying package oats, etc., in 20 package lots.

22 Cases of Package Goods to ¾ Bag of Bulk

A. S. Moreland, Ottawa, thinks cutting off package goods great mistake. Sells 22 cases of package goods to ¾ bag of rolled oats by actual test of sales. Thinks however, net weight should be stamped on package and insisted on by law. He believes there is 10 lbs. oatmeal sold now to 1 lb. ten years ago—all caused by publicity of the package goods. His own species are put up in sealed packages.

As Cheap As Bulk

M. Bate of J. N. Bate & Sons, wholesale grocers, Ottawa, states that he cannot see where any saving or conservation will be accomplished by doing away with packages. He claims nearly all package cereals are just as cheap as in bulk. Retailer will not save when adding cost of bags, handling and waste, consequently the consumer not being benefited there will be no conservation. He thinks biscuits and similar lines should be stamped with net weight.

Mr. Baldwin of Shouldice Grocery, Nicholas St., Ottawa, sees no saving in abolishing packages but is prepared to abide by law.

A. L. Pinard, 96 Rideau, Ottawa, thinks that the doing away with packages would be a great mistake and likely to cause upsetting of much good work.

Many Better Ways of Saving

F. H. Gilchrist, 1111 Wellington, Ottawa, believes that the regular package goods are just as cheap in package as out of it. There are many better ways of saving. Thinks net weight should be stated. Mr. Gilchrist also favors curtailing cake icing, ice cream, etc., as a means of saving.

Urge Net Weight of Goods on Package

W. T. Ackland, Bank St., Ottawa. favors the abolition of fancy biscuit packages, but sees no saving in doing away with cereals in package.

T. A. C. Kennedy, 180 Arlington, Ottawa, states that he is sorry to see some packages go, glad of others.

R. H. Dunlop, 796 Bank St., Ottawa, claims to be original man who proposed to the Food Controller abolition of packages.

Mrs. A. Wallace, 391 Rideau, Ottawa, thinks that having to handle bulk goods will be a great hardship and hopes rule will be rearranged at least.

R. Herbert, 230 Bank St., Ottawa, is not agreeable to new package rule.

H. Richardson, 1087 Wellington St., Ottawa, thinks package people have gone ahead too strongly and could be curtailed somewhat with benefit to all. Customers will however, save nothing by new law when cost of bags, string and time are accounted for.

Favors the Embargo

F. S. Scott, Bank St. and Gilmour, Ottawa, is not opposed to package abolition. He thinks certain lines would be driven out of use, but finds he can replace package goods with bulk and help everybody concerned, except the manufacturer.

Hooey and Son, Cobourg, Ont., in commenting on the order, state that in their opinion it is of no particular use as a food saver. "We are however," they state, "in favor of bulk goods, and are quite satisfied to sell that way. As there is no margin over overhead expenses on the packages, we always call

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THE CAT ARGUMENT IN BULK GOODS

A short time ago an Eastern Ontario grocer on one of the main business streets of his town put in a window of bulk tea. It was a good window. He put a lot of time on it and made a most effective display. There was a big showing of chests of tea. At the side of the window were chests on their sides, with the contents spilling out and making an avalanche of tea. Attractive little groups of teacups with all the necessary appurtenances were arranged in attractive ways about the windows. The centre of the display was a great mountain of tea.

When it was all arranged the merchant went outside and looked at the display with a good deal of pride. Then he locked up the store and went down home with the consciousness of work well done.

Enter the office cat, who noticed the nice bright window and decided to investigate. Jumping on one of the chests of tea, she slid playfully down the avalanche at the side. After a trip of investigation she spied the mountain of tea in the centre, and after one or two futile efforts finally succeeded in reaching the top where she made a comfortable place for herself and settled down for a nap.

All the while the people passed too and fro and displayed a wonderful interest in the peregrinations of that cat. The window got attention without a doubt but did it advertise bulk goods?

our customers' attention to the fact that they get better value and just as clean goods in bulk."

F. W. Holt, Torrance, Ont., says: "I think, as far as oat meal, corn meal, Graham flour, whole wheat, and rice are concerned they could be handled in bulk, except in hot weather. Corn Flakes, Shredded Wheat, Post Toasties, and such cereals, I think it would be impossible to handle in bulk, and I do not think customers would buy that way."

W. J. Chalk, Clarksburg, Ont., is of the opinion that the order disorganizes business without achieving what the people expected of the Food Controller.

An Undeniable Blunder

"An undeniable blunder" is the way C. E. Groskurth, Bellwood, Ont., describes the Order in Council. "And just what one would expect," he continues, "from a man who couldn't forsee the panic that his words would cause when he raved of the sugar shortage. It is folly to class Corn Flakes, Shredded Wheat and Grape Nuts with oatmeal, cornmeal, Graham flour, etc. The first mentioned couldn't be sold in bulk. Why not encourage the sale of Graham flour, corn meal, rolled oats, and rice regardless of the package?"

Pure "Rot"

M. F. Ames, Plainesville, Ont., states his opinion in emphatic terms. "It will not reduce the cost of these goods to the customer, and with labor scarce I am sure it will be a great hardship to many merchants, the regulation is pure 'rot.'"

Saving the Cents and Wasting the Dollars

J. W. Bannister, Delhi, Ont., expresses his opinion in the following forceful words. "A child might be excused for making such a regulation, but there is no excuse for the Food Controller. Why doesn't he get the facts before making such a sweeping measure? He may save a few people a few cents, and cost a lot of people a lot of dollars."

There is an addendum to Mr. W. Bannister's opinion. "Ask the Food Controller," he urges, "if he ever saw a cat sleeping in a barrel of oatmeal, or mice having a frolic on top of a bag of cornmeal."

Geo. D. Haigh, Seaforth, rather lines up with the Food Controller. "My opinion is," he states, "that outside of Shredded Wheat and Corn Flakes we would not know the difference. We never did sell much package goods, but we would not care to handle Shredded Wheat in bulk. Customers here will not buy package goods, they think they are too expensive."

"We fail to see the benefits of the measure," say Beeshy and Co., Ridgeway, Ont. "Certain package cereals cannot well be sold in bulk. We are perplexed for instance to know what is expected to take the place of Corn Flakes. Corn is supposed to be an efficient substitute for wheat, yet its use is apparently to be discouraged. We give up!"

SEND YOUR BOXES TO THE SOLDIERS NOW

NOW IS NOT TOO EARLY TO BE SURE THAT THEY WILL ARRIVE BY CHRISTMAS

WE are shipping boxes daily. We have learned something of how these packages should be handled. Come in and see us regarding this matter. We can supply the boxes to carry your gifts safely. We can also perhaps suggest things to put in the boxes. We know something of the soldiers' needs. We know also what things will carry best, and how to pack them so that they will arrive in good order. Experience has taught us this, and our experience is at your service.

A few suggestions from which to choose:

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We have a show case in our store devoted exclusively to the display of goods that are specially well suited for such parcels. There is enough variety here to tempt any taste. There are suggestions that might never cross your mind without this assistance—and every single line of goods displayed is of actual value for just such packages. Come and judge for yourself.

Brown Bros.
100 High Street

Featuring the trench goods trade in advertising. A suggestion that may be changed to meet the requirements of the merchant.

THE MAN WHO STARTED THE PACKAGE GOODS EMBARGO

Certain people believe in "original sin" and one man in particular believes that he is the "original sinner" in a certain direction. R. H. Dunlop, 796 Bank St., Ottawa, claims that he was the first man to put a bee in the bonnet of the Food Controller in regard to the abolition of packages. Mr. Dunlop is a very decided sort of man, he believes the packages cost poor people a lot of money and he wanted to be a public benefactor. He confesses that he aspired to a position on the staff of the Food Controller, and in the course of proceedings he handed the Food Controller a "live one" in the package matter. Meanwhile R. H. Dunlop is something of a food controller himself, having opened a new grocery store. He shows all the signs of being an aggressive fighter out for a heavy business campaign.

WINNIPEG GROCERY HOUSE OPENS BRANCH IN FORT WILLIAM

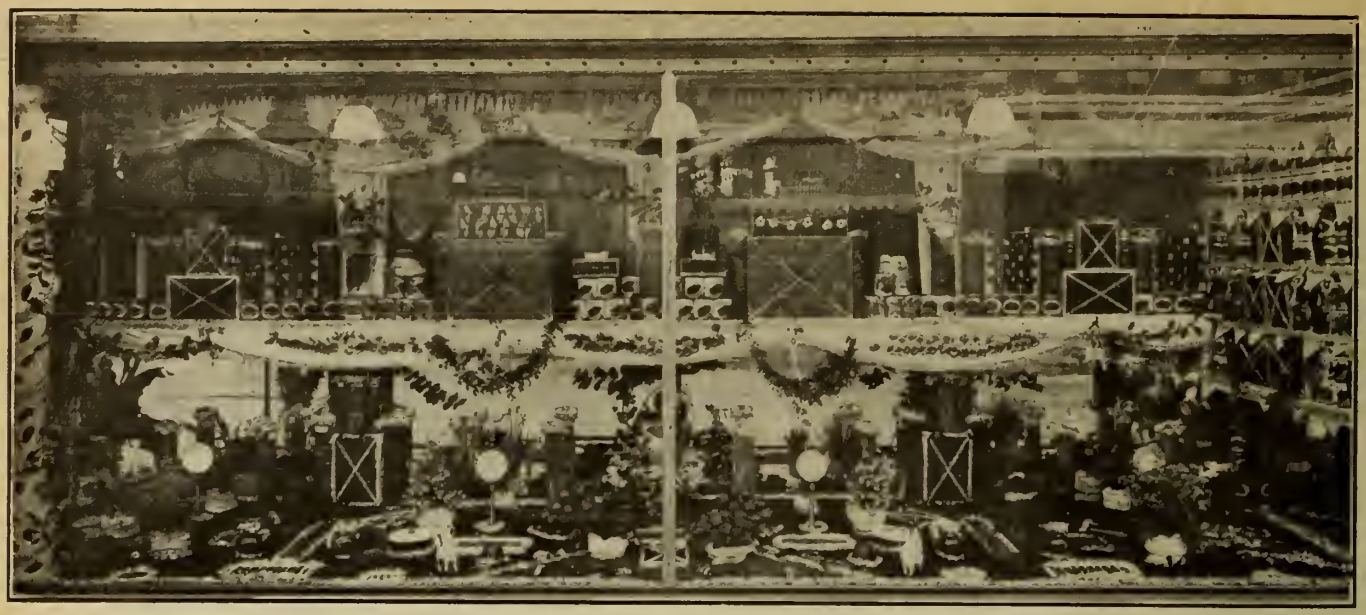
The W. H. Escott Co. of Winnipeg are opening a branch in Fort William, Ont., Room 1, Orpheum Building. This is the fifth branch to be opened by the company since they began business some ten years ago. The other branches are at Regina, Saskatoon, Calgary, and Edmonton. Mr. Black will be the representative of the firm at the Fort William branch. He is an experienced grocery salesman, having been city salesman for one of the large Winnipeg wholesale houses for many years. He is also well known in the Fort William, Port Arthur, Fort Francis and Kenora sections.

UNITED STATES GOVERNMENT TO CONTROL PRICES

Profiteering by retail dealers in foodstuffs will be made impossible after November 1, the United States Food Administration announces, under a plan to cut off supplies to those not satisfied with reasonable margins. Manufacturers, wholesalers and other handlers of foodstuffs, whose businesses will go under license, will not be permitted to sell to distributors who seek undue profits.

"This is one of the most sweeping safeguards," the announcement said, "against high prices which will be incorporated in the licensing system, for which complete rules and regulations will be made known within a few days."

This plan, food administration officials declare, will give the Government entire control of retail prices. Wholesalers and others who continue to sell to retailers after they are forbidden to do so by the food administration will be denied the right to sell goods under license.



A single yet effective Christmas display.

NO GRAIN FOR LIQUORS

Food Controller Prohibits Use of Canadian Grain for Distilling Purposes

No grain of any kind and no substance that can be used for food shall be used in Canada after November 30 for the distillation of potable liquors according to an order-in-council which has been passed upon the recommendation of the Food Controller. This order will remain in effect until the Governor-General-in-Council declares the present abnormal conditions have ceased. A fine ranging anywhere up to $5,000 has been provided as the penalty for violation of the regulation, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

Under an order-in-council of August 9 the use of wheat for distillation or manufacture of alcohol was prohibited except that the Food Controller may license the use of wheat in the distillation of alcohol for manufacturing or munition purposes. The new order will save for food purposes considerable quantities of barley, corn and rye, although for months the distilleries have been using these grains principally in the manufacture of industrial alcohol and not for beverages.

DEATH OF PROMINENT MERCHANT

M. K. Richardson, ex-M.P. for South Grey and Registrar for Grey County, died recently at his home in Flesherton after a protracted illness. Mr. Richardson was one of the pioneer merchants of the county and was the founder of one of the first businesses established in Flesherton following the opening of the railway from Toronto. He was engaged in business in Toronto immediately following his arrival in this country from England. He is survived by one son Major (Dr.) E. K. Richardson, Toronto, and four daughters: Mrs. I. B. Lucas, wife of the Provincial Attorney-General; Mrs. A. E. Webster, wife of the Dean of the Medical Faculty of Toronto University; Mrs. F. Tate and Miss M. Richardson. Col. Frank MacFarlane, O.C. 147th Battalion in France, is a nephew.

CANADIAN WHEAT TO U. S. MILLS

An arrangement has been completed between the U. S. Food Administration and the Canadian Food Controller under which large supplies of Canadian wheat are already moving to eastern American flour mills via the Great Lakes. The wheat is to be purchased through the Canadian Government at the same price as fixed for the American 1917 crop and it will relieve pressure upon the American north-western supply. It is said the only factor which would alter the present price of wheat would be the conclusion of the war and the signing of peace. Owing to large supplies of wheat which would then be available from Australia and India it is said to be highly unlikely that the present price for American wheat would be continued.

A HINT ON HIGH PRICES

A Missouri farmer, according to the *St. Louis Lumberman*, went to the "general store" keeper, an old-time friend, to buy a buggy. It was priced at $90, and the farmer said his father, twenty years ago, bought one just like it for $60. The merchant looked up the record of sale and found that the father had turned in 300 bushels of corn for that buggy. He told the son to deliver to him 300 bushels of corn, and he would give him: A $90 buggy, $75 wagon, $20 suit of clothes, $20 dress, $5 baby dress, $5 crib, $3 worth of candy, $10 worth of sugar, $10 worth of tea, $100 worth of gasoline, $15 worth of lubricating oil. The total figure, $353, is the present value of 300 bushels of corn. The farmer concluded to pay cash for the buggy.

TALKS TO AD. MEN ON KLIM

Toronto, Nov. 8—(Staff Correspondence).—S. B. Trainer, secretary and treasurer, Canadian Milk Products, Limited, Toronto, spoke on Tuesday at the noon-day luncheon of the Toronto Ad. Club on Klim, their domestic milk powder.

Mr. Trainer explained in detail just how Klim was produced. In the first place, it was simply separated, pasteurized milk in powder form. The separated milk first goes through a pre-condensing process, which eliminates a portion of the water. It is then sprayed through an atomizer into a room, through which passes dry, heated, filtered air. This evaporates and carries off into the outside atmosphere the remainder of the moisture, leaving the milk solids in powder form—the dry solids of separated milk. This is what the company sells as Klim.

Most of the milk produced in Canada, Mr. Trainer stated, was used for the purpose of cheese manufacture. The second chief use was in making butter, the third condensed and powdered milk. The fourth, and least of all uses, was the city use of milk. So much was said about the latter use that many people gave it undue prominence in discussing the milk production and distribution problem, but he contended that, so far as his calculations went, it represented roughly 2 per cent. of the total production in Canada.

The above statements are exceedingly interesting to every merchant selling milk in any of the forms referred to.

Mr. Trainer discussed another interesting phase of the milk question—that of fat contained in milk. When separated milk is produced in dry, solid form, it contains very little, if any, of the original fat. This fat, while the most costly portion of milk from the cow for butter and cheese, is not necessary, he said, from the standpoint of the uses of powdered separated milk. People consume plenty of animal fats in other foods. Klim, he stated, is the protein or

the body-building content of milk.

"The similarity of Klim," he added, "to fresh liquid milk is such that the housekeeper can now get her milk-food through the grocer, instead of from her dairyman. This means 'found' business for the retailer, as it puts the milk through the grocer for his profit, instead of through the dairyman."

The address was the feature of the Ad. Club luncheon, and was listened to intently by the merchants and advertising men present.

REGULATION OF PACKERS' PROFITS FORECAST

Will Probably Follow Basis Set in the United States—3 Per Cent. a Possible Figure

A meeting of the packing and cold storage interests was held in Ottawa recently at the call of the Food Controller, with the purpose of arriving at ways and means of increasing production, as well as of regulating the profits of the packing companies. No action of a definite nature was taken other than the appointment of J. S. McLean of the Harris Abattoir Company, Toronto, as a representative of the packing interests, to cooperate with the Food Control Department.

As far as the matter of setting a profit is concerned it is believed that no action will be taken on this matter until some similar action is taken by the American Food Control Department. The proposal across the line is that all packing houses shall be licensed and permitted a net profit of 3 per cent. on their turnover, the balance of profits to go to the government. In Canada the margin of profit could not be less or Canadian firms would be at a disadvantage in the competition for outside trade.

Already Canadian firms are applying for licenses to operate in the United States, as most of the large packing houses have been buying extensively on the American market. They will of course therefore be subject to any limitation of profit that may be imposed by the American Government on any business transacted in the United States.

Canned Goods Season Will Be Brief

THERE is a very limited supply of canned goods in the country this year. Unquestionably there will be a shortage later on.

WE are getting our supply in now. To save storing all of these goods, we are willing to give our customers the advantage of a little better figure than will be possible later.

CONSIDER these prices and order a good supply now:

Corn, per dozen..... $....
Tomatoes, per dozen... $....
Beans, per dozen ..... $....
Peas, per dozen ..... $....
Salmon, per dozen ..... $....
Cherries, per tin c
Raspberries, per tin.... c
Strawberries, per tin..... c

STEVENSON & CO.
12 Elgin Street

An effective canned goods advertisement needing only the merchant's prices to make it complete.

MAXIMUM "SPREAD" FOR MILK

The Milk Committee has recommended to the Food Controller that the price of milk should not be fixed but that the maximum spread be fixed effective December 1.

The recommendation provides that the difference between the price paid by the distributors, f.o.b. factory, and the price charged to the consumers should not be permitted to exceed five cents a quart in the Provinces of Ontario and Quebec and in the Maritime Provinces. In British Columbia, Alberta, Saskatchewan and Manitoba the fixing of a maximum spread of five and one-quarter cents is recommended.

A QUESTION IN TURNOVER

A correspondent in Regina propounds the following question: "What do you consider the proper way to figure turnover. Example, stock at cost price of $1,000, sales $5,000—is this five turns?"

Answer.—The best definition that we know of for determining turnover is "Divide the year's sales at cost by the average stock carried and you have the turnover."

In regard to the example you give, "stock at a cost price of $1,000, sales $5,000 is this five turns?" It is not five turns. Just how many it is, we are unable to state because you have not given sufficient data. To figure the turnover it would be necessary to know your percentage of margin. Let us suppose that your margin is 35 per cent. The selling price of your goods ($5,000) represents 100 per cent. The cost price of these goods would be the difference between your margin and the full hundred per cent., in other words 65 per cent. of $5,000 or $3,250. The turnover then would be this sum divided by the stock carried, $1,000, in other words 3¼ turns. This is of course providing that your $1,000 stock is not inventory stock, but the average stock carried during the year.

There are different ways of arriving at this average stock on hand, probably the most generally adopted way is to add the stock records of each month, if a monthly stock record is kept, and divide by twelve. This will probably come close to being the actual stock.

EAT FISH AT LEAST TWICE A WEEK

We are asked to conserve food and help the Allies. There is no better way than this. Food will be the turning point of the war. It is the duty of all to save non-perishable foods.

BY EATING FISH YOU ARE HELPING TO WIN THE WAR

Fish is a delightful and economical food. You will be surprised what new zest it will give to the menu. Here are a few varieties to choose from:—

	Per lb.		Per lb.		Per lb.
Cod Steak	c	Mackerel	c	Halibut	c
Haddock	c	Salmon Trout	c	Dore	c
Cod—Whole Fish ...	c	White Fish	c	Oysters	Per Pint c

THE BURNS COMPANY

PHONE EAST 6837 **260 GEORGE STREET**

Suggestion for a fish advertisement that the merchant may adapt to his own particular needs.

Canadian Grocer in the Light of 30 Years

A Word on Its Small Beginning, and the Service Then Rendered Compared With the Service of To-day—How it Has Followed the Changing Conditions of Trade.

THIRTY years of continuous and growing service is surely sufficient justification for a little pride in the performance, and CANADIAN GROCER is somewhat proud of the advances that have been made since those early days. This newspaper of the grocery trade has kept pace with the growing development of the trade, has indeed in many instances skirmished a little ahead of the advance, and has been, in some degree at least, the instrumentality through which many of these advances were achieved.

In those days with poorer communications, inferior business facilities, and less numerous sources of supply, the trade paper was unquestionably a great source of help to the merchant in all parts of the country. In those days however its scope was more or less localized. It carried a market service it is true, and a study of this market service to-day proves that it was no mean service for the sections served. In all the markets occupied about two pages, with a little more than a column devoted to the Montreal markets and the balance given over to Toronto. Even in this material there is evidence of a complete and comprehensive service. With the passing of the years, however, CANADIAN GROCER has reached out to a far wider field. In each issue there are twelve pages devoted to market quotations, not only to the market quotations of two provinces, but covering every province with a service that is being constantly improved.

In the early days, even when "THE CANADIAN GROCER AND GENERAL STOREKEEPER" as it was then known had obtained a sure footing and was no longer an experiment, it was a little green covered sheet of twenty pages in all with never an illustration between its covers. There is a considerable change in its general appearance since then. It has tripled in bulk, it has grown more pretentious in appearance. It now carries many illustrations of interest to the grocery trade as a whole, but a comparison of the issue 30 years ago and to-day shows that the same effort to be of service to the trade was at the back of all the efforts put forth then as now.

A Hint From the Comparison of Prices

Of course the conditions have changed so materially that many of the actual problems facing a paper of this kind have also changed. Systems of marketing have become more complex. Competition is harder, and prices are in many instances double those of that time or more. Take some of the market quotations for instance. Turkeys could be bought from 11 to 13 cents a pound; potatoes could be bought for 55 cents a bag! New laid eggs were worth 22c.

Lieut.-Col. J. B. Maclean, who founded Canadian Grocer 30 years ago.

Butter varied in price from 17 to 21 cents, cheese from 10½ to 11.

Compare these with the prices to-day, turkeys, even old birds, cost 30 to 33 cents. Potatoes are worth $1.90 a bag. New laid eggs sell for 54 cents, butter from 40 to 45½, cheese 22 to 23. These are wholesale prices.

Of course a mere matter of prices has no influence on the service rendered, but when trade prices double and triple, they unquestionably present a vastly different situation; a situation big with opportunity, but big also with an increasing element of danger.

Through all these years of changing prices and changing conditions CANADIAN GROCER has striven to serve the trade. Changing with the changing conditions, enlarging to meet new opportunities and new obligations, stretching out for new avenues of service, endeavoring in every way to bring to the merchant the best of advice, the most correct of information, and in addition a certain measure of inspiration.

Have these hopes been justified?

Looking back on the little paper of those early days, with its comparatively modest service, and its comparatively limited scope, and contrasting it with to-day there seems to be some little reason for pride. CANADIAN GROCER has certainly advanced to meet the growing needs of the trade, else why would more merchants be scanning its columns with every passing month? But there is another indication not without its importance, looking over the modest advertising pages of those early days, there is a constant repetition of the same trade names that appear in the advertising pages to-day. It is true that these advertisements, mainly little two inch squares with comparatively little advertising appeal, have in many cases given place to page space and to vastly improved advertising appeals, but the mere fact that these advertisers have consistently used CANADIAN GROCER as their chief medium of publicity throughout all of its history is one of the surest signs that this paper was, and is, reaching the best of the trade in all parts of Canada.

The Trade Paper and the Trade

In the grocery trade more than any other there is a continual process of change. A grocer may start in business with little capital, and in the natural course of events there are many who do

(Continued on page 36.)

Present establishment of the MacLean Publishing Co., 143-153 University Avenue, Toronto. Editorial and business offices on the left, printing department on the right. Canadian Grocer was first brought out 30 years ago, at 5 Jordan Street, in an office 9 x 12.

Working and Selling, Don't Get Ahead

Typical Example of Merchant's Working in a Circle—Trying to Lift Himself by His Bootstraps.

By Henry Johnson, Jr.

Henry Johnson, Jr.,
c/o CANADIAN GROCER,
————, Ont.,
August 19, 1917.

DEAR SIR,—I have been following with interest your talks, and would be glad if you would try and show me the weak spots in my business. I submit the following round figures which are very close to the actual ones:—

Average stock, year round..... (Footwear, $2,000; dry goods, $3,500; groceries, $2,000; china, etc., $500; miscellaneous, $500).		$8,500.00
Fixtures, including horse, auto, express, account register, safe, computing scale, etc.		750.00
Wages, year	$780.00	
My salary	936.00	
Mortgage interest	280.00	
Taxes	275.00	
Total yearly expense, including above		3,500.00
Amount goods sold past year.....		$27,500.00

Trading with farmers I do not count. I simply regard this as an exchange of goods; but I mostly get a profit on goods taken in exchange besides the profit I make on goods given. Most of my business is done on the credit system, and I find the credit register a splendid help. Accounts are mostly paid fortnightly. Average $200 a year bad debts; carry average of $3,000 on my books, as well as $500 in notes from customers which I discount at the bank. I have $1,000 borrowed from the bank. Besides this I owe for stock $3,500.

About half the $3,500 owing me is in the different degrees of slow collections. I buy as carefully as I know how, but never seem to be able to quite get to where I can pay all bills as they mature. At present I have about $1,500 renewed, and feel that if I could once get caught up I could stay that way. I do not see how I can reduce my stock to any extent. Might do better on collecting, but in any case this part of it is improving gradually. Profits on all lines are good, better than most places, and I have not much dead stock.

I have my fixtures down at a figure they would sell for any day. Take stock every year but don't get ahead very fast. My office work is carefully looked after and I have comparatively little waste. I try to keep weeding out lines that don't pay, and buy small and often.

I will much appreciate any advice and criticism, and trust that I have given you enough information to work on.

How much net gain should my inventory show?

I know one thing I should have—a good, competent man; but when I think of paying about $1,200 a year more wages, it seems to me it would take $10,000 to $12,000 additional business to make this amount up; and I would be little farther ahead. At the same time, I have far too much to do myself to do it properly.

Hoping I am not putting you to too much trouble, I am,

Yours very truly,

R.H.

Lack of Precision

Why do some men succeed amazingly well and others just hang on by their eyelids—"not getting ahead very fast"—in precisely the same general circumstances? Surely, the difference lies in the men's character.

In the case of "R.H." there seems to be an atmosphere of loose statement, and easy optimism hardly justified by his want of progress. I refer not to his round figures, for he has forestalled objection there; but to the following:

"Might do better collecting, but . . this part of it is improving gradually." "Profits . . . are good . . . better than most places . . . I have not much dead stock . . . fixtures down where they would sell any day . . . . comparatively little waste."

Here is too much of the easy-going disposition which of itself may account fully for the lack of progress. It is weak to admit that improved collection conditions are due to fortuitous circumstances. The improvement should come from the merchant's own determined efforts. He should be above and beyond circumstantial influence. He should be able to say, firmly: "Depend on it I get mine, no matter what kind of 'times' we may be having!" Such mastery of the situation would alter things considerably for the better, believe me.

It also is weak to admit that "profits are good." Profits only can be held "good" where tangible progress is made, and even there the right kind of merchant is slow to admit complete satisfaction. Besides, my friend offers no comparative figures to show anything about his profits. I cannot even judge the gross, for he does not show conditions a year previous for comparison. This optimism leads me to fear that the $200 admitted annual bad-debt losses are approximate, not exact, and that perhaps the real figure averages more nearly $400. I also fear that this $200 is not included in the expense account statement.

Again: How much is "much" dead stock? and just what proportion of waste is "comparatively little?" Had he said: "In spite of my best efforts I seem to have a sad lot of dead stock, and waste worries me with its insidious drain even though I keep after it constantly," I should feel that here was a diligent leak-seeker.

As a matter fact, dead stock in the smallest proportion is to be worked against as one would fight an infection. It is, in fact, a canker on business which saps its vitality.

And waste? Why there is just no such thing as "little" waste.

The last, but perhaps most striking evidence of optimism is fixtures "at a figure they would sell any day." I am sure, dead sure, this man never has actually sold any fixtures in circumstances which compelled a realization thereon speedily. For then he would know how illusive any preconceived figures must be.

Is my judgment harsh? Surely it is not meant that way. We all pray that we may see ourselves as others see us, and we admit that such would be beneficial to us; but most of us wince when the plain facts are given. But my correspondent knows that I do not know him from a side of sole-leather except as I see him through his letter. He also knows that I have no possible interest except to hand him the right dope. So I am speaking frankly of my impressions of his letter. And inasmuch as our troubles usually lie within ourselves, is not my method apt to be most valuable and effective in his case?

Now, let's get after the final sign of weakness; the trading-in and trading-out merchandise on the basis of mere exchange of commodities.

This is very serious. For the figure of $27,500 for approximate annual sales may mean much or little in relation to that bartering business. That is, the sales may actually be $30,000 or they may run to any other figure—$40,000 perhaps. Obviously, a stated expense of $3,500 will mean one thing if spread over $30,000, and something very different if applied to sales of $40,000.

Let us pass that for the time being and try to get down to some of the stated facts.

If we assume that the total sales are $30,000, then the expense total of $3,500 shows up a percentage of 11 2-3. That is so moderate that progress should be easy; for even an average gross margin of 16 2-3% would admit of annual net profits on sales of 5%, or say a clean $1,500.

Margins in footwear should run to about 30%; dry goods, 33 1-3%; groceries not less than 18-20%; and china—probably the weakest line one can carry—must pay, gross, about 45%; while "miscellaneous" should run 30%. Thus, even with mark-downs on slow movers, losses entailed by changing styles, breakage on china and wastes generally, providing liberally for bad-debts, and all that sort of thing, making proper provision for interest on investment, depreciation, and other legitimate charges, a net of 5% should readily be obtainable.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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AMERICAN CONSULAR reports from the district of Moncton, N.B., states that there were shipped from that district to the United States since October last, eighty carloads of potatoes, representing 58,343 bushels, and valued at $93,608.

* * *

THERE was a report abroad that the Food Controller intended to do away with the method of selling by travelers. It is a hopeful sign, however, to know that Mr. Hanna repudiates the report. The Food Controller evidently appreciates the real merit of the traveler as an economic selling force.

* * *

THE United States food control office have taken the traveler as part of their campaign of conservation. That is a good move. The traveler's word is the law and the gospel to a multitude of merchants throughout the country, and his word would bear more weight than many a pronouncement of the Food Controller's office.

* * *

"ESSENCE of Ginger a Dangerous Drug." So reads a Toronto newspaper heading. It may be dangerous to those thirsty souls to whom everything with a kick in it looks like a beverage. It is a question, however, whether that justifies anyone in calling it dangerous. There are a lot of useful commodities that are not intended for food or drink.

NO BREAK IN PROSPERITY YET

THE announcement a month or so ago of the discontinuance of British war orders was the signal for some rather doleful forecasts. There were merchants and dealers, who saw the bottom dropping out of everything, the business sustained on war orders largely gone to pieces, and a general condition of blue ruin about to dawn.

That time is in the distance now and as yet there has been no falling off in prosperity, and now there comes the announcement that a fifty million dollar order has dropped in Canada's lap, and there are hints that this is only the beginning. Whatever the ultimate result, and we can see no very dark future for this country, there is an assured prosperity for the present stretching over at least a year. The war business that has made Canada prosperous during the past years is once more headed this way, and that without any difficult problem of financing to be faced. This is no time to feel downcast.

CANADA'S VICTORY LOAN

DURING the week the advertising campaign proper for Canada's Victory Loan has been launched and it is intended that it shall reach everyone in city, town or country, no matter how far from communication they may be.

The message which is being delivered to the people of Canada rings true. The need is great, not only from the standpoint of seeing through this great war work but to maintain our industrial life in all its phases. By subscribing liberally the people in Canada assure full time operations of their manufacturing industries, a market for their farm produce, a continuation of present prosperous conditions.

Subscribing to Canada's Victory Loan involves not only a patriotic duty but carries out the principles which every merchant in the smaller towns, at least, advocates strongly—that of supporting the home town.

Support your own country, lend your money to your own Government. The resources of the country are back of this loan—the security of Canada is a sufficient guarantee of safety and where will you get an equal return on your investment when so secured?

Now is collecting time for merchants throughout the country. By securing returns from outstanding accounts Canada's merchants will be in a better position to subscribe liberally to the Victory Loan. And how about those long-past-due accounts, those which you have almost given up hope of ever receiving? There is a real incentive now, if never before, to solicit payment of these old accounts—invest the proceeds in war bonds. There will be a good return on such an investment, your bonds are all the security any bank will need if money is wanted and you will find that the man who pays such an account will feel better, will be a better friend than when the account grows old and he tries to avoid you.

The Victory Loan means money to the merchant from two important sources—the man whose income is derived from the operations of the various industries and the farmer who must find a market for his

produce. Canada in extending credit to the Allies assures for her own producers payment which is so vital to her plans to "carry on." Merchants will do well then to subscribe to the limit of their powers—the returns will come from more than one source.

THE TRADE ACCEPTANCE

IN Canada, we have become so accustomed to collecting our accounts and paying our bills by means of the Bank or Trade Acceptance that it seems strange to us that the practice has only begun to be commonly adopted by our neighbors to the south of us. There still remains in some circles the absurd idea that drawing a draft for an account due or not due is an attack on the integrity of the drawee. As has been said we in Canada, have all got past this stage but are sometimes apt to overlook the benefits of the practice as now conducted.

Many of the smaller manufacturers and jobbers would find it absolutely impossible to extend the line of credit required by the trade, if they were not able to pass a draft at one, two or three months as the case may be, for the amount of their shipments as made, and to use this accepted paper as security for bank advancements, in the form of collateral, or by having it directly discounted.

That retailers do not often realize how serious a matter neglect of their paper as it comes due may be to some house from whom they have been buying is the only drawback to the system as it is now in vogue.

CASHING IN ON PERSONALITY

ONE huge handicap under which the mail order houses work is due to the lack of personality. The heads of these concerns may secure honors—may keep their names and their pictures to the fore, where they may be seen of men and women. But these men can not be personally known to their customers in any such way as may the merchant in a town or city.

Here then is the merchant's opportunity. He may cash in on personality.

This is being done in many ways. Some merchants make a point of meeting every one, of going everywhere. One, gifted with Irish wit, is frequently called upon to act as chairman at entertainments. He is a genial soul who loves such affairs and would probably attend many irrespective of the business advantage, but the point is that profit does come. People all over get to know this man—to think of him as a friend—to turn naturally toward his store when in need of such goods as he supplies.

Another merchant, of a different temperament, has secured a wonderful connection, especially with the farm trade—by quietly going about seeing that every one is getting satisfaction; by taking up personally little matters about which the customer inquires. This is not the class of man whom people just naturally address by his first name. But he is a man of the greatest integrity, and he has quietly made his character stand him in good stead as a business asset.

Personality is the scourge to make the mail order house wince. It should be employed continually, but naturally—each merchant using *his* personality, not trying to adopt that of another. Traveling under false colors tends to make one ridiculous, but for each in his own way to make the customer feel that his affairs are of interest to the merchant is sure to build for present and future profit.

WILL PRICE CONTROL SUCCEED?

IT IS a very interesting study at the present time to watch the attempts that are being made in England, United States and our own country, to control prices on staple commodities. That the desired result will not be achieved as easily as some of the daily papers would have us believe, is already noticeable. Both Mr. Hoover, the United States Food Controller and our own Mr. Hanna have given out interviews practically admitting that present prices are indicative of a world-wide condition, and that high prices are only a natural result of demand exceeding supply aggravated by the falling value of the dollar bill.

The great danger of price-curtailing, when supplies are already deficient, is that of aggravating the already serious condition by creating a tendency on the part of producers to curtail their efforts.

It was reported that a number of the smaller coal operators would refuse to work their mines, when the recent schedule of pit-head prices was announced by the Washington government and this was answered by the statement that the Government would, if necessary, operate any such mines themselves. Even if this should be done, the upheaval and re-adjustment would take valuable time and the output would be almost certain to be diminished for a period at any rate.

If some solution could be worked out, whereby speculators, at a time such as the present, could be prevented from making profits out of unduly enhancing values of commodities necessary to every man's existence, it would be welcomed by all-right thinking people, but it would seem that the old law of supply and demand will have to be reckoned with and the greatest care must be exercised that price control may not act as a boomerang and result in decreased production.

The experiment is very interesting as an economic study apart from the direct interest to the pocket books of us all.

THE CLERKS' DEPARTMENT

A MAN OF MANY SIDES IS BRITISH FOOD CONTROLLER

Lord Rhondda is a Typical Welshman and With Great Capacity For Getting Things Done—An Intimate Sketch.

LORD RHONDDA, the British Food Controller, is so much in the public eye that a composite sketch of him, made up from references in various British papers and appearing in Current Opinion, is of unusual interest:

So wonderful a food controller is Lord Rhondda that the English obtain American food for less money than it now costs an American. That, at any rate, is the charge. Rhondda has been a lord for only a very little while. Before that he was a Mr. Thomas. His people were originally in the coal business, and, in spite of the fact that he is a nervous sort of Welshman, it is said of him in character sketches that come out regularly in London papers that he is a romantic type—the sort of a person out of which novelists make their heroes. He was put in charge of their food by the English and given all sorts of dictatorial power over sugar and other things because he had long made a recreation of farming. This is the summing up of the whole matter by the London *News*. He is a humorist, a writer of epigrammatical notes, a pugnacious controversialist and the most typically Welsh creature imaginable—far more so than Lloyd George. He is not so charming a person as that other ornament of the ministry, Winston Churchill, but he has, says the London *Post*, far more ability. He has not the eloquence of his chief, the Prime Minister, but is more lovable. He has spent much time in calculating the amount of bread a working man ought to eat in a week, how much milk a three-year-old child may consume in a day and how long a growing youth ought to go without meat. His application of his own rules to these cases makes him one of the most canvassed personalities in the whole British Isles. Lord Rhondda has been famous in England, indeed, for some months—a long time in these days of war.

Coal Instead of Art.

He has, affirms a writer in *To-day* (London), a manner no less romantic than his physiognomical aspect, the latter being especially noticeable owing to his jaw and his smile. They are both fine. He was intended, we read, for a painter, and his early propensities with brushes were deemed remarkable for one so young. Finally he took up his father's coal business, which he expanded and rendered prodigiously lucrative. He had already gone through Cambridge and achieved distinctions like a seat in the Commons and the presidency of various commericial chambers and trade federations. Yet these things, we are told, do not interest him. He is all for farming. He has at different times expended princely sums in finding out that tropical fruits will not flourish in Wales and that the climate of London is unfavorable to the banana. Experience has thus moderated the fury of his first agricultural enthusiasm, but he is a romanticist as much as ever.

He likes beans, and the English, generally, do not, and this is a grave disappointment to Lord Rhondda. He has to be satisfied with seeing that they now get no more sugar than is good for them. In that, according to the London *Post*, he displays a really Welsh genius. It has long been a theory of his that people eat too much and the war has enabled him to prove it. Another idea of his is that fasting is excellent for the complexion, his own being, however, but an indifferent illustration of his theory. It is Welsh and swarthy, for Lord Rhondda belongs to the breed, our British journalistic authority affirms, which produces the black-haired, short and stocky strain. He proves it with his fist, a powerful weapon by means of which in days past he delivered uppercuts and fought until his nose bled and his antagonist had black eyes. Time has taken away this prowess of his as a boxer, but he still in his sixties talks learnedly of the ring. This propensity does not commend him to the churchgoers of his Merthyr constituency, but he is famous for the big majorities he gets on election days.

A Fortune in Coal.

How much money Lord Rhondda has made out of coal is one of the subjects concerning which Socialist leaders occasionally manifest curiosity. He has a genius for talking coal-land-owners into signing contracts, although in the Commons he can not make a grand speech in Mr. Balfour's manner. He has an excitable way of working himself up to passion's point when engaged in business transactions and this emotion communicates itself to the other party to the transaction. In the innumerable controversies over coal-rights in Wales "D. A." (David Alfred Thomas), as he was then dubbed, would appear at a critical moment with a contract in his pocket, duly signed and sealed. He has painted the most terrible picture of the ruin awaiting anyone who would not give him a contract to extract the coal under a certain Welsh surface, land or water. This aptitude for getting rich by revolutionizing a great industry caused one Welsh labor leader to term Lord Rhondda a demon in one aspect, although an angel in another. "Lord Rhondda has a dual personality. He is a sort of industrial Jekyll and Hyde. He is both an industrial organizer and a capitalist and the functions of the two are quite distinct. The capitalist pure and simple is a non-producer. In so far as Lord Rhondda is an organizer of industry, a man whose talents enable wealth production to be made more efficient, he is a producer, a worker and a public benefactor. But in so far as he is a capitalist, a mere owner of wealth and a drawer of profits, he is a public menace." Nothing is more characteristic of Lord Rhondda than his compilation of sketches of himself in which he is depicted as an exploiter of the wealth of his native land for his own capitalistic behoof. Whenever he is inclined to conceit, as he admits himself, he reads over the various studies of his career which represent him as the economic monster gorged with coal profits. "How often," he was asked, "do you feel conceited?" To which he replied: "Not often." It appears, too, from the sketch in the British paper, that Lord Rhondda once said an indiscreet thing. If he were a coal miner he would be a Socialist. This confession was thrown in his teeth by a writer in the London *Times*. "It is quite likely that I may have said that," conceded Lord Rhondda. "If I were a miner I would in all probability be a Socialist, for I should not then have the knowledge and practical experience of the application of economic principles which I now possess." He was having one of his fights with David Lloyd George at the time, whose senior by seven years he is. They were furious fights but the men have patched up their differences until the war ends.

Lord Rhondda was on the "Lusitania" when she was torpedoed by a submarine. He is said to have expressed considerable annoyance subsequently at the finding of Lord Mersey's court that "probably the disastrous attempts of the frightened passengers to assist in the launching operations" added to the difficulties of the crew in lowering the boats. His own view seems to be that the passengers were all heroes. "I suppose, in deference to Socialist opinions," he told a journalist, "I ought to except myself." The editor of *The New Age* does not think so. Lord Rhondda had gone to Canada with full powers to negotiate with the Dominion Government, although what he achieved there is one of the secrets of the war. "How did you feel?" he was asked by a reporter when he landed after the torpedoing, to which he replied: "Wet." Upon reaching home—he lives in South Wales—he was asked by a constituent if he had prayed during those awful moments after the torpedo struck, to which he replied: "I had already said my prayers before I had my breakfast." The statement is received, says the London paper, with ridicule, at least in South Wales.

A Farmer Graduate.

If farming were not so notoriously the recreation of Lord Rhondda, he would never have been food controller at all. This is the opinion of a writer in the London *Chronicle*, a paper not disposed to view the statesman sympathetically. He thinks he knows all about the condition of agriculture in England, but he has only the knowledge of the amateur. The stolid English farmer of the unscientific type does not take kindly to some of the Welshman's innovations. The householders do not relish the introduction of cards for this and that. Lord Rhondda has surprised those who knew him best by his unexpected patience with the discontented, his diplomacy, upon occasion even his fluency. At the end of a weary round of interviews with deputations and experts he plunges into a mass of statistics at home in a small room on the ground floor of his London residence. He has a passion for figures as well as for farming. He worked out in his own somewhat crabbed hand the calculations upon which are based the rationing system that goes into effect in Great Britain this very month. His main objects, as stated in the London *Spectator*, are to conserve supplies, to distribute them equally between rich and poor and to keep prices down. He works through local food committees and has arranged to extend his system to bread and meat. His scheme for feeding his countrymen goes into full effect by the end of December.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

S. Miles, grocer, Marysville, N.B., has sold to J. H. Steeves.

J. O'Brien, president, O'Brien Ltd., general store, Nelson, N.B., is dead.

J. McMillan, general store, New Mills, N.B., is dead.

The death of Leonard T. Nase, of P. Nase & Sons, grocers and general merchants, one of the largest firms in the north end of St. John, occurred this week at the age of sixty-four years.

William McMulkin of the north end of St. John, who with his wife recently celebrated their fiftieth wedding-day anniversary, is still engaged in the feed business at the advanced age of eighty-five years.

The storm which swept the Atlantic coast last Tuesday cut the telegraph communication between the Maritime Provinces and Upper Canada, preventing the usual weekly corrections of the market lists being forwarded.

It is now three months since H. L. Williams, retail grocer, of St. John, was found murdered in his store and so far not even an arrest has been made. Lately there have been reports that the provincial authorities, supplementing the work of the police, have unearthed important evidence.

Among those who suffered from the effects of the storm were practically all the fish packers in St. John, whose plants, situated on the harbor front, were damaged by the combination of high tides and heavy seas. Much damage was sustained by the fishermen along the coast also.

Potato shipments from New Brunswick to Cuba during October reached a total of 7,833 barrels, valued at $40,574. This is $2,000 greater than the previous record established last March and the reason it was not still greater was simply owing to lack of transportation facilities. Exports for the present month are expected to be larger.

The Atlantic Sugar Refineries, Limited, St. John, took large space in the daily newspapers on October 31 to announce a ten cent reduction in sugar prices and the prospect of further reduction. A frank explanation of the sugar situation at the same time helped to settle the minds of the consumers and ward off panic buying which had begun to be noticeable.

John Hall of East Orange, N.J., has been engaged by the province of New Brunswick to make a sanitary and health survey of the province, preparatory to the establishment of a health department as a branch of the government's work. He has announced that his investigation will include the conditions under which food stuffs are produced, handled, and sold.

The Retail Merchants' Association of Halifax is taking action against the large number of business places which are kept open on Sundays in that city. It is estimated two hundred stores are open for business on the Sabbath and it is contended that the continuance of this practice would make it necessary for every retail merchant to keep open in order to protect his trade.

Quebec

H. Bastien & Co., grocer, Montreal, is selling out.

H. L. Burt, general store, Upper Melbourne, is dead.

L. P. Renaud, grocer, Quebec, has sold assets.

O. Trudeau, grocer, Montreal, has sold his stock.

E. Sauve & Company, grocers, Valleyfield, have dissolved and have been succeeded by Richer & Page.

H. F. Styles, grocer, Campbell's Bay & Shawville, is closing Shawville branch.

D. R. Campbell & Co., mail order, Montreal, has dissolved. New firm forming under same name.

Jas. W. Rigney, of Kingston, passed through Montreal recently, combining pleasure with a business trip.

T. M. Linkletter, of Malpeques, P.E.I., was a visitor to Montreal recently in connection with business relative to the bulk and shell oyster trade.

J. D. Hutchins of the John Duncan Company, wholesale teas, Montreal, left for Vancouver and intermediate points on an extended trip of five or six weeks.

H. R. Gray, joint manager of Gunn Langlois & Co., poultry and provisions, Montreal, was a visitor to Toronto early this week.

J. Chevrier, of Chevrier Bros., Cornwall, Ont., was in Montreal last week procuring supplies prior to the close of navigation.

The Universal Trade of Canadian Products Company has been incorporated at Montreal with a capital of $100,000 to carry on wholesale and retail business in flour, vegetables, and dairy and animal products.

W. J. Wilson, representing S. H. Ewing & Sons, Montreal, in the Maritime Provinces, was taken ill while on his trip the other week at Campbellton, and as an operation was necessary he had to be taken back to the Royal Victoria Hospital, Montreal. Mr. Drolet is taking Mr. Wilson's place on the round until his recovery.

Tuesday of this week was the first "National Fish Day." This was inaugurated through the interest of the publicity committee of the Canadian Fisheries Association, and from all indications there will be a wide observance of the same. Monday's business in Montreal was characterized by the receipt of many orders traceable to the advent of this day.

Robert Anderson, who has been connected with the Atlantic Sugar Refineries, Limited, Montreal, since its inception, has severed his connection with that company. Mr. Anderson has been known to the Canadian trade for many years as a sugar authority who follows the growing crop and marketing conditions very closely. He is also a student of retail conditions in general, and has occasionally given addresses before associations of retail men.

Ontario

J. L. Thompson, Toronto, has sold out.

Portelance & Doran, general store, Casselman, have dissolved partnership.

J. Isber, grocer, Ford, suffered fire loss.

A. R. Boug, grocer, London, has sold out.

F. Sugarman, grocer, Ottawa, has been succeeded by B. F. Gordon.

Dickson's Ltd., general store, St. Mary's, are selling assets.

Thos. Park, grocer, Toronto, has sold out to W. Power.

E. L. Westlake has opened a bright new grocery store in Whitby, Ont.

D. J. Gillies, grocer, Cornwall, is succeeded by D. S. Gillies.

Mrs. Blackburn, grocer, Chatham, has been succeeded by Geo. Morden.

N. Stedman, general store, Camden East, is advertising business for sale.

J. H. Quinn, grocer, Chatham, has sold out to G. W. King.

Strathcona Grocery, Ottawa, has dissolved partnership and has been succeeded by I. Fagin.

Miss R. Richer, grocer, Plantagenet, Ont., has been succeeded by Mrs. F. R. Saazin.

J. Wilson, general store, Vankleek Hill, has been succeeded by Meredith & Church.

Sergeant Frederick Hobson, formerly of Simcoe, where he was employed by the Dominion Canners, has been decorated with the Victoria Cross.

B. D. Buford, manager for Quebec Province, Canadian Milk Products, Limited, was in Toronto this week. He attended the Tuesday luncheon of the Toronto Advertising Club, at which S. B. Trainer, secretary and treasurer of his company, gave an address.

E. B. Ford, manager of the Ft. William branch of the Robin Hood Mills, has been transferred to Winnipeg where he will act as manager of the branch in that city. His successor will be D. W.

Moore, who is at present sales manager at Ft. William.

The Libby, McNeil and Libby factory, at Chatham, was recently damaged slightly by a gas explosion under the steam boiler. The cooking process of the plant was dependent upon this boiler so that the accident necessitated the temporary closing down of the plant until repairs were made.

Western Provinces

H. H. Harder, merchant of Herbert, Sask., has added groceries to his stock.

Neil MacDonald & Co., general store, Baldur, Man., has discontinued.

R. E. Sadler, general store, Elgin, Man., is selling out.

M. Mindess, grocer, Winnipeg, has discontinued.

Melville Farmers' Trading Co., Melville, Sask., general store, has dissolved.

J. B. Schroeder, general store, Horndean, Man., has sold to J. J. Bueckert.

F. S. Burge, general store, Lyleton, Man., has moved to Blaine Lake, Sask.

Mrs. R. Bell, grocer, Sturgeon Creek, Man., has removed to Headingly.

Davis Produce Co., The Pas, Man., has sold grocery stock.

C. S. Richmond, grocer, Lethbridge, Alta., has sold out.

G. A. Mathie, grocer, Brandon, Man., suffered fire loss.

W. A. Mitchell, general store, Caron, Sask., has sold out.

J. Parres, general store, Richard, Sask., has sold out.

F. D. Cherry, general store, Davis, Sask., has been succeeded by Davis Co-operative Ass'n. Ltd.

Evans & Lougheed, general store, Outlook, Sask., is selling to Arneson-Hemsworth, Ltd., possession Dec. 1.

Richard Trading Co., Richard, Sask., has been succeeded by L. P. Deslisle & Co.

J. A. Tarves & Son, grocer, Birch Hills, Sask., has been succeeded by Union Trading Co.

Beaudreau & Folliott, general store, Lawson, Sask., have been succeeded by H. H. Beaudreau.

Duncan Trading Co., grocers, Carsland, Alta., has been succeeded by G. H. Hill.

Ste. Anne Trading Co., general store, Ste. Anne Des Chenes, Man., has been incorporated.

Patrick Burns of Calgary, head of the big packing concern of P. Burns and Co., has purchased the Russell-Baker abattoir of Prince Albert, Sask., and will establish a big packing industry in that city. The deal is expected to have considerable effect upon the cattle-raising business in the district. It is expected the plant will develop to equal proportions with the Edmonton plant which employs 500 men.

CANADIAN GROCER IN THE LIGHT OF THIRTY YEARS

(Continued from page 30.)

not weather the storms of trade. Mr. Stockdale in one of his lectures noted the fact that in Texas one out of every three grocers fails every year. This is certainly a reason for sober thought. On the other hand CANADIAN GROCER can point to subscribers who have been receiving this paper for thirty years, to many others who have been receiving it for ten years or more, and to a vast number who have been constant readers for over five consecutive years. Here is no indication of the prevalence of failure. It may be that the man destined to success reaches out for the aids that such papers give. It may be that this paper has been in a measure at least responsible for that success. In any event the inference is sure, that this paper reaches the very cream of the trade.

So CANADIAN GROCER has come to look upon its subscription list, with the same names appearing year after year, as not only a justification of its own existence, but as the full and complete justification of the trade press. It stands for successful merchandising, not in any spirit of snobbery, but in a spirit of helpfulness, knowing that it has a part to play in this very success.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

Please give me information on the following:—Names of brokers or dealers in broom corn, names of manufacturers of broom handles, names of makers of broom handle turning machinery.—A. E. Cameron, Sudbury, Ont.

Ans.—This information has been sent direct.

Please give me names of firms or manufacturers in Canada who handle metallic sheathing for inside work.—Turnbull & Co., Digby, N.S.

Ans.—The following are handlers of metallic roofing:—Metallic Roofing Co., Toronto; Metal Shingle and Siding Co., Preston, Ont.; McFarlane, Douglass Co., Ottawa; Pedlar People, Oshawa, Ont.

Please give me names of dealers in waste paper.—Kirk Bros., Bracebridge.

Ans.—The following are dealers in waste paper:—Galt Rag & Metal Co., Galt; Guelph Rag & Metal Co., Guelph; Royal City Rag & Metal Co., Guelph; E. Pullan, Toronto; Wm. Freeman, Renfrew; St. Lawrence Pulp & Paper Co., Ottawa; John Christie, Toronto.

Please give me names of firms selling and manufacturing cottonseed meal.—Paul F. Gauvreau, Quebec.

Ans.—The following sell or manufacture cottonseed meal:—Chisholm Milling Co., Toronto; Crampsey & Kelley, Toronto; Ontario Fertilizers, Toronto.

Please give me names of manufacturers of trench boxes.—R. E. Hyson, Mahone Bay, N.S.

Ans.—The following would be manufacturers of trench boxes:—Canada Cheese Box Co., Booth and Queen St., Ottawa; Fibre Boxes, Ltd., Bathurst St., Toronto; J. Tobin & Sons, Ottawa; F. A. Wilson, Queen St., St. Catharines, Ont.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

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Please give me information on the following:.....

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Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WHOLESALERS have been evincing more than usual interest in package cereals during the week on account of the heavy demand that has developed. As a result of the order of the Food Controller prohibiting their sale after specified dates consumers have evidently thought it wise to put by a stock. A buying movement has thereby been started. With one exception, perhaps, price movements have again been in an upward direction and include such commodities as canned peaches and apricots, canned beets, tobaccos, ketchup, licorice, package peas and candied peel. A decline has been recorded in one brand of cigars.

Pure lard, compound lard and shortening were in firmer market with higher prices quoted. Live hogs were slightly higher in price. There is a good demand for barrel pork, with short cut backs showing an upward trend. Butter is in an easier position due to the lack of ocean space for export and also to the fact that margarine will in all probability soon be for sale on the Canadian market. Storage eggs were in easier tone due to stocks held on this continent, but new-laid eggs were in firm position. Ontario beans are not yet being quoted as farmers are holding their stocks for higher prices than dealers are disposed to give.

Potatoes were again quoted higher, with the farmer not disposed to offer very freely. Porto Rican pineapples came into Canadian markets during the week. Hothouse tomatoes have made an appearance now that the outdoor varieties have disappeared. Business in wholesale lines is reported good, but difficulty in getting commodities is still a big problem with the wholesaler.

QUEBEC MARKETS

MONTREAL, Nov. 6.—The tendency of markets here is firm in all lines, with some advances. Supplies are hard to get in nearly every line. One dealer received a carload of prunes and shipments are expected and eagerly awaited by several dealers. With some these new supplies are on the way and should come to hand very soon. Compound lard has advanced half a cent per pound in 20-lb. pails. An odd car of molasses is coming in. Mill feeds are very hard to get. Rolled oats are up with one dealer 25c per 98-lb. sack. Cornmeal is very scarce indeed. Canned peaches are lower by 10c per case. Sliced carrots are to be had in 2's at $1.45 per case. Corn syrups are very hard to obtain. Rice has risen slightly in price, as will be noted hereunder. Celery is lower, being quoted at $5 per case. Spanish onions have taken a skyward move, and are selling at $7.50 in the large crates and $4 in the small. Cranberries have advanced to $16 per barrel, an increase of $1. Potatoes are moving freely, and one dealer secured about 40 cars last week. Smoked fish is higher, with haddies quoted at 12c to 13c. Herrings are $12 a barrel, an advance of $1, while cod is quoted 25c a box higher. Stocks of cheese are smaller than at this time last year.

Compound Lard Is Up; Lines Held Firmly

Montreal.

VARIOUS LINES.—For some time compound lard has been increasing in price, and one dealer quotes this now at $4.70 and $4.75 in 20-lb. pails. This is equal to an advance during the week of ½c per pound. A new line has been added in sliced canned carrots, put up in 2-lb. tins and selling at $1.45 per doz.

Sugar Activity Still Unabated

Montreal.

SUGAR.—There is a free demand for sugar, with deliveries being made in reasonable volume. This is still selling at last week's prices of from $8.90 to $9, and if anything there is less feverishness regarding future supply and demand. The new crop of sugar beets is being harvested, but distribution is being affected by shortage of cars. Dealers who have had orders placed for car lots are glad to secure what they can and pay local freight charges, as price is a secondary consideration. Dealers trust that the consuming public will be reasonable in its demand and this will help matters much.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Peaches Drop; Carrots In Tins Now

Montreal.

CANNED GOODS.—Canned peaches are quoted this week at $2 per dozen tins in the 2-lb. size, a reduction of 10c per dozen. Carrots are obtainable now in 2-lb. tins at $1.45 per dozen. There is no perceptible change in demand for general lines, and the supply is not large. Salmon is very scarce still and the demand normal.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90

Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 36
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruits Are Now Arriving

Montreal.

DRIED FRUITS.—While there is little stock here, some relief may be looked for in new arrivals which are now in transit. One dealer has received a car of dried prunes, and other dried fruits are expected very soon. New currants are looked for in a few days by one importer, but freights are slow. In fact, mixed cars cannot be brought from New York to Montreal owing to the embargo. Freight from there has been taking three weeks in transit. Prices remain firm and unchanged.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Quiet; Little Arriving

Montreal.

MOLASSES.—There is a fair amount of business in molasses, but nothing of importance to note. An odd carload is being received. The price has something to do with curtailing the sale, as this is, of course, very high. With a firmness of tone continuing, we quote the following prices:

	Prices for Fancy, Island of	Choice, Montreal
Barbadoes Molasses—		
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

New Peanuts Ready; Shipments Deferred

Montreal.

NUTS.—Owing to the embargo on freight shipments from New York some trouble is experienced here in securing deliveries. New peanuts of the better grade are available now at New York if arrangements can be made to get delivery promptly. They must be in transit only a short time, as they are usually shipped at this time of the year in a somewhat green state, and if not delivered at once are in danger of spoiling. There will likely be a fair supply available for the holiday trade. Prices are unchanged.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Quebec Beans Now Arriving

Montreal.

BEANS.—With new stock arriving from Quebec growers, there will be a better supply to meet the fair demand which exists. There has been a much larger acreage this year within the province. Definite figures as regards the increased production are not yet obtainable. The weather conditions have been such as to affect the quality of the product, and it will be a little time before definite returns are obtainable, both as to yield and quality.

Beans—		
Canadian, hand-picked	....	10 60
Canadian, 3-lb. pickers, per bu.	....	9 60
Canadian, 6-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 16
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Higher; Normal Demand

Montreal.

RICE.—It was pointed out in CANADIAN GROCER last week that rice was in a firm market, with a tendency to higher levels. It will be seen in the quotations given herewith that "Carolina" is higher by about 50c per 100 pounds. Siam No. 3 has a lesser spread, being quoted at $8 to $8.50, while Siam fancy is $8.75. Rangoon B is to be had in 200-pound lots for $7.70, or 10c less than in the 100-pound lots.

Carolina	10 00	10 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Pickling rice	....	7 70
Tapioca, per lb.	0 16	0 16
Tapioca (Pearl)	0 16	0 16

Tea Stocks Good; Japans Are Firm

Montreal.

TEA.—The tea market is still very firm with an average amount of business obtaining. The situation regarding freight accommodation is still giving many importers concern. This is brought about through diversion of shipping that has been used in Pacific trade to other channels, as well as taking many from the Southern Atlantic routes. Thus, although present stocks are good, they may not so continue. Japan teas are very firm and there is big demand for best grades. Dealers say that there will be no lowering of price in view of these conditions.

Pekoe, Souchongs, per lb.	0 42	0 46
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Coffee Is Firm; Mocha Very Scarce

Montreal.

COFFEE.—Just now dealers say that stocks are good. This gives assurance of immediate orders being filled, while one firm states that Mocha coffees are hard to procure. When the American troops arrive in Europe in numbers, a large amount of coffee will be taken as they will use this at least twice a day, and this diversion will be a factor in stocks on this side of the Atlantic. Importers say that present prices are really low, and that there will be no lowering. There is a good demand, and prices are unchanged. Cocoa is firm with a fair volume of business.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 36
Bulk cocoa (sweet)	....	0 25

Spices Are Firm; Freights Higher

Montreal.

SPICES.—Freight rates are up in connection with trade from the Orient. No changes for the week are available, but nearly every line is firm and the demand is even better than at this season previously. Importers are looking ahead and in view of freight conditions being bad soon are securing heavier stocks where possible. The clove market is very uncertain with only a short supply in sight. Pepper, some say, will be higher soon.

	6 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 36
Cloves	0.40	0.45
Cream of tartar	....	0 65
Ginger, pure	0 25	0 35
Ginger, Coehin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60

Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Oranges Higher; Potatoes In Demand

Montreal.

FRUITS AND VEGETABLES.—There are some noticeable advances this week. Oranges are up to $5.25 per case. Celery in the 7 dozen crate is down to $5. Boston lettuce is selling at $1.75 per box. There has been a stiff advance in Spanish onions, large crates being quoted at $7.50 and small crates at $4. Cucumbers are off the market, excepting imported varieties, as are also plums of every variety. The large advance in Spanish onions is due to scarcity. Cranberries are high at from $15 to $16 per barrel. There is a big demand for potatoes and these are coming forward well. One dealer secured 35 to 40 carloads last week, but car shortage has been acute for this purpose. The supply comes from New Brunswick and Quebec, mostly.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate	....	5 00
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 50
Gravensteins	....	6 50
Cauliflower, per doz. bunches	1 25	2 75
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.	....	5 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate	....	7 50
Spanish onions, small crate	....	4 00
Potatoes, new, bag	2 00	2 45
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box	....	1 75
Tomatoes, pound	....	0 20
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	....	3 50
Beans, green, bag, U.S.	....	3 50
Leeks, per doz. bunches	1 00	3 00
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers, Boston, doz.	1 00	1 75
Peaches, box	....	1 75
Peaches (Can.), basket	....	1 00
Pears, box	....	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	16 00

Big Fish Demand; Halibut Very Scarce

Montreal.

FISH.—The demand for fish is very large, which is accounted for by the fact of its popularity as a food. Just now there is an increased request for pickled and salt varieties. There is a real scarcity of halibut. Supplies are coming to hand freely and in this respect the local dealers have no complaint as to car shortage. In smoked fish haddies are a little higher, while in salted fish herring and cod are up, the former $1 per barrel and the latter 25 cents per box. Digby herring and smoked boneless herring are off the market.

SMOKED FISH.

Haddies	0 12	0 13
Haddies, fillet	0 17	0 18
Smoked eels	....	0 12
Smoked herrings (med.), per box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	$12 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 25

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 50

FRESH FROZEN SEA FISH.

Halibut	20	22
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	....	10
Salmon, Western	15	18
Salmon, Gaspe	..	25

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 14	0 15
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	13 00
Malpeque oysters (med.), bbl.	....	12 00
Cape Cod shell oysters, bbl.	....	13 00
Clams (med.), per bbl.	....	9 00

FRESH FISH

Haddock	0 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 15	0 17
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

ONTARIO MARKETS

TORONTO, Nov. 7.—The item of greatest interest during the week has perhaps been the big demand that has developed for package cereals as a result of the prohibition of sale after specified dates. Consumers are evidently stocking up in anticipation of the time when they will be unable to secure these goods. Higher prices have been recorded on tobaccos, baking powder, licorice, ketchup, package peas, sardines, Triscuit. A decline was registered in one brand of cigars. Business in grocery lines is reported very good, the chief difficulty arising in securing goods

Sugarless Days And Sweetless Days Advocated

Toronto.

SUGAR.—There is a strong probability that an appeal may be made to the people of the United States to observe sugarless days and sweetless days in conjunction with meatless days in order that sugar stocks may be conserved until the new crop comes on the market. While there has been no intimation that such a movement is likely in Canada there can be no doubt that a movement along these lines in the United States would have its effect in this country. Reports from Cuba seem to indicate that December 30 is about the earliest that new-crop Cuban sugar can be expected in the market. It is probable that in some sections of Cuba centrals may start grinding about December 5 but with the present condition of transportation facilities it is thought that it will be well along toward the first of the New Year before the new crop will begin to come on the market. The price at which the new Cuban crop will be sold has not yet been arranged by the International Sugar Commission and the Cuban producing interest. It is estimated there are only about 10,000 tons of unsold Cuban raws of old crop on the Island and this amount is not a factor in the market at present. In the United States the Western producers of beet sugar have now good supplies and the Western section is not suffering from any shortage. There is possibility that car priority may be given to the moving of some 50,000 tons of beet sugar to the Eastern market. In the Canadian market the beet sugar is now being marketed and is furnishing a measure of relief. Estimates by reliable authorities place the Canadian production of beet sugar at 12,500 tons. Three refineries of the Dominion Sugar Company are now in operation at Kitchener, Wallaceburg, and Chatham, and present weather has been favorable to manufacture. Difficulty is being experienced, however, in getting the sugar to market through lack of cars. Refiners continue to quote on the basis of last week, one of the members quoting 10c lower than the majority at $9.04. Supplies are meagre and every effort is being made to piece them out and make them go around. In a recent issue of CANADIAN GROCER it was stated "that

the Atlantic Sugar Refining Company after having been out of the market for some days, has again returned and is making deliveries sparingly." The company state that they have not been out of the market at any time as their refinery has been operated steadily throughout the year.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobaccos Higher; One Brand Cigars Down

Toronto.

TOBACCOS, CIGARS, KETCHUP.—An advance of 2c per pound has been recorded in Macdonald tobaccos which now makes Briar 10's, 86c per pound, Index 10's, 84c per pound, British Consuls 5's, 77c per pound, Rough and Ready 8's, 97c per pound. Lord Tennyson cigars have been reduced in price and are now selling at $40 per thousand, the former price being $48. Eggo baking powder has been advanced as follows: 6-oz., $1.45 dozen; 12-oz., $2.40 dozen; 16-oz., $3 dozen; 60-lb. tins, $10.50. Tiger ketchup has been advanced to $2.75 per dozen, an increase of 35c. Y. & S. licorice, 48's, has been advanced to $1.65, an increase of 15c. Chiclets are now packed 20 to box instead of 40 and are sold at 65c. MacGregor's package peas have been advanced to $4.20 per dozen. Booking prices on Welch's grape juice have been named for next year's delivery as follows: 55-cent size, 12's, $4.75 per case; 30-cent size, 24's, $5.25 per case; 10-cent size, 72's, $5.40 per case; fountain 8's, $5.25 per case. Brunswick sardines have in some instances been advanced to $7 per case or 7½c per tin. Prices made on clothes lines in some instances are as follows: 30-foot, $2.10 dozen; 40-foot, $2.60 dozen; 48-foot, $3 dozen; 50-foot, $3.25 dozen; 60-foot, $3.75 dozen; 72-foot, $4.50 dozen; 80-foot, $5.10 dozen; 100-foot, $6.50 dozen. Salt is reported to be a scarce commodity at the present time. Crisco has been advanced to $10.25 per case in some quarters while Domestic Shortening has been advanced ½c per pound. Fairy soap has been advanced $1 per case and is now quoted at $6.75. This advance in soap is taken by some wholesalers as perhaps the forerunner of more general movement in the upward direction for other soap lines.

Firm Position Of Molasses Continues

Toronto.

MOLASSES, SYRUPS.—There was a continued strong situation in molasses during the week due to the restriction of supplies and the possibility that wholesalers would have to pay considerably higher prices when they come into the market again to replenish their stocks. There has been a fairly good demand for molasses of all grades with coming of cooler weather when the housewife feels inclined to do more baking. Corn syrups and cane syrups remained unchanged in price.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	....	0 86
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	....	4 25

Shipments Of Dried Fruit Being Held Up

Toronto.

DRIED FRUITS.—While a few cars of prunes of new-crop have reached the local market, the amount reaching the trade is probably not one-fifth that reaching the market normally this time of year. Eastern United States markets are finding the same difficulty. Cars are supposed to be rolling somewhere between the Coast and Eastern points but when they will arrive is a question that is agitating importers. There is very serious car shortage and a big delivery of prunes is scheduled to be made to the United States Government by November 15, which will take a large number of cars. Inquiry for dried fruit is becoming more apparent with the approach of the winter season. In the local market there was a still firmer tendency apparent in Australian currants, being quoted as high as 27c in certain instances. Excelsior dates and Dromedary dates were also quoted higher, the range on the former running as high as $4.75 and on the latter up to $5.90 per case. Reports from the coast state the Associated Raisin Company is now sold out of four-crown seeded. There was a higher tendency in candied peel during the week, English lemon peel being quoted as high as 35c per pound and English citron peel as high as 38c per pound. Some Ontario evaporated apples came on the market and were quoted at 23c per pound.

Apples, evaporated, per lb.	....	0 23
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 26	0 35
Orange	0 28½	0 29
Citron	0 33	0 38
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 24	0 27
Dates—		
Excelsior, pkgs., 3 doz. in case	4 65	4 85
Dromedary dates, 3 doz. in case	5 25	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	0 08½	0 09
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	....	0 17
40-50s, per lb., 25's, faced	0 15	0 16½
50-60s, per lb., 25's, faced	....	0 13½
70-80s, per lb., 25's, faced	0 12	0 12½
80-90s, per lb., 25's, unfaced	0 11¼	0 11¾
90-100s, per lb., 25's, faced	0 10½	0 10¾
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11½	0 12½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

California Canned Peaches And Apricots Up

Toronto.

CANNED GOODS.—There was an inclination to quote higher prices on California canned peaches and apricots during the week, 2½-lb. tins in each case being priced at $3.75 per dozen. Canned beets also showed a firmer tendency, the range being advanced to $1.80 to $2.30 per dozen for 3s., representing an advance of 30c to 40c. Other lines of canned goods remained unchanged, although the market was one of underlying strength. There is much speculation in the trade as to whether the consuming public will purchase some of the high-priced canned goods, but there is every confidence in the majority of instances that the prices will be paid by the consuming public.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	3 85
Sockeye, ½s, doz.	....	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 75	1 90
Peas, early June	1 80	1 92½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 35	2 40
Pumpkins, 2½s	2 00	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	....	2 50
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 15
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Inquiry For Teas Reported Much Better

Toronto.

TEAS.—Due to the realization that there are likely to be very light arrivals from this time forward, owing to the high price for importation, with a consequent dwindling of spot stocks, there has been a better inquiry evident during the past two or three weeks. It is reported that the United States has placed an embargo on teas coming through her ports for shipment to other countries. China and Japan teas may be at such high levels owing to the exceedingly high freight rates that these teas may be effectually shut out of this market. There is no further intimation from British sources as to what is likely to be done to get supplies into that market. It is known, however, that dissatisfaction exists with the present system of getting supplies into the Islands and that stocks there are at very low ebb. Locally prices remained unchanged.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

European Demand Makes Coffee Firmer

Toronto.

COFFEE.—There was a slightly stronger undertone to the coffee market during the week as a result of buying which had taken place for European account, purchases having presumably been made on the New York market for London account. It is reported that coffee is scarce in London with a tendency, of late, to advance in price. In the New York market there was a disposition for operators to unload December options. Prices locally remained unchanged with a fairly good demand reported.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Black Pepper Shows An Upward Tendency

Toronto.

SPICES.—There was a firmer tendency in black pepper during the week when the lower price range moved upward to the extent of 1c per pound making the minimum 36c and ranging as high as 38c per pound. In nutmegs there was a firmer tendency also and in size 80's the lower quotation disappeared. There was a general movement upward from the low quotations on cloves, following the lead taken by some dealers last week, the range now being from 54c to 60c per pound. Cream of tartar in bulk is a very scarce commodity, there being very little obtainable in this market. Quotations are purely nominal. There is still some to be had in packages, 2-oz. size being quoted at $1.25 dozen, 4-oz. at $2.25 dozen and 8-oz. tins at $4.25 dozen. Demand for spices is keeping up well.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 50	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 36	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 65	0 75
American high test	0 65	0 75
2-oz. packages, doz.	....	1 25
4-oz. packages, doz.	....	2 25
8-oz. tins, doz.	....	4 25

Rice Firm, But Prices Unchanged

Toronto.

RICE.—There was a continued strong undertone to the rice market due to the situation at primary points. From the Southern United States come reports that the growers continue to hold their stocks for higher prices and intimations are made that further advances may come in that quarter in the near future. From the far East the high cost of freight and difficulty of getting transportation of any kind are factors operating to keep prices high. Locally the demand for rice has not been heavy, high prices evidently having a retarding effect on consumption.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 00	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 15

Spot Nuts In Demand; Filbert Market Easier

Toronto.

NUTS.—Owing to the uncertainty about arrivals of new crop nuts any spot nuts have been in good demand within recent days. A carload of Brazils, peanuts and almonds reached the local market during the week and went into wholesalers' hands in a short time. Shelled filberts are slightly easier in price, quotations having been made on the basis of 37c per pound and in some instances as low as 35c per pound. Greater activity is expected in the nut market from this time forward.

In the Shell—		
Almonds, Tarragonas, lb.	0 19½	0 20
Walnuts, Bordeaux	0 17½	0 20
Walnuts, Grenobles, lb.	0 18½	0 20
Filberts, lb.	0 18½	0 22
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 15
Shelled—		
Almonds, lb.	0 40	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

No Quotations On Ontario Beans As Yet

Toronto.

BEANS.—There is still a dearth of Ontario beans in the local market and prices have not been named as yet by wholesalers. There are fairly large stocks of Indian beans in the market and these are filling the requirements of the trade. Some Japanese are also being quoted. Lima beans continue scarce with time of arrivals of new crop a problem which only the future can divulge. Consumption of beans is not heavy as compared with some seasons of the year.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush.	....	8 00
Indians, per bush.	6 00	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Demand On Package Cereals Very Heavy

Toronto.

PACKAGE GOODS.—Wholesalers report a heavy demand for package cereals at the present time due to the fact that consumers are apparently stocking up in anticipation of the time when they will not be able to get additional supplies. The effect of the regulation prohibiting their sale during the days when the matter was new was to start retailers cancelling their orders. Some of the companies have guaranteed against loss, in other words any cereals that remained unsold would be taken off their hands, and this has had the effect of giving confidence to retailers. Prices were unchanged. Cornstarch and starches were in steady market. Triscuit is again being quoted, the new price being higher at $2.25 per case.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Finnan Haddie Firmer; Kippered Herring Up

Toronto.

FISH, OYSTERS.—A firmer tendency was evident in the market for Finnan haddie and quotations were made firm at 13c per pound with some fresh express haddies selling at 15c. Kippered herring was quoted at $1.75 which is also at a firmer price, the lower quota-

tion having disappeared. A new brand of Southern oysters came into the market during the week and were quoted at $2.30 per gallon. Better supplies of trout and white fish reached this market during the week and a continuation of favorable weather for fishing on the upper lakes would give an abundance. There is a good demand for fish. The publicity given to the movement to eat fish has undoubtedly had a beneficial effect.

SMOKED FISH.		
Haddies, per lb., new cured	0 13	0 15
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	....	1 75
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 00
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	....	9 75
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	0 23
Halibut, frozen	0 19	0 20
Salmon, B.C.	0 20	0 22
Do., Restigouche, lb.	....	....
Haddock, fancy, lb.	....	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	....	0 10
Cod, market, heads on, lb.	0 08	0 09
Mackerel, lb.	0 14	0 16
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, per lb.	0 09	0 10
Pike, lb.	0 10	0 12
Whitefish, lb., fresh	0 14	0 15
Trout, lb., fresh	0 13½	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 30	3 50
Blue points, bbl.	....	11 00
Malpeque, bbl.	14 00	15 00

Grapefruit Lower; Cranberries Higher

Toronto.

FRUIT.—There was an easier tendency in the market for grape fruit during the week on account of the lower quotations made in the primary markets. Prices were down 25c per case in the local market, Jamaica grapefruit being quoted at $4.25 to $4.50, Florida at $5 to $5.50, Porto Rican at $5 to $5.25, and grey grapefruit as $5 to $5.50 per case. There were still a few Ontario grapes in the market but the quantity was limited. Cranberries were in still higher market, being quoted up as high as $16 per barrel for early black Cape Cods. New Jersey cranberries reached the market, but were not put on sale, as it was thought best to conserve them for the Christmas trade. Prices of these latter will in all probability be higher than the Cape Cods. Emperor grapes in boxes were quoted at $2.65 to $2.75 per box. California lemons were slightly firmer, quotations being made up to $7 per case. Peaches were in very light supply and prices ranged around 30c per basket for 11-quart size. California Malaga grapes were quoted higher at $2.75 to $3 per box. Some Porto Rican pineapples were in the market, quoted at $6.25 to $6.50 per case. Fruit moved rather slowly during the week.

Apples—		
California, boxes	2 15	2 65
B.C., boxes	2 25	2 65
Ontario—		
Baldwins, No. 1, bbl.	....	6 50
Wealthys, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	6 00
Greenings, No. 1, bbl.	....	6 50
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Starks, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Ontario, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	4 50
Tree run	....	5 00
N.S., Gravenstein, No. 1	....	6 00
Do., Gravenstein, No. 2	....	5 00
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Grapes, Ont., 6 qt.	0 35	0 40
Grapes, leno, 6 qt.	0 40	0 50
Grapefruit, Jamaica, case	4 25	4 50
Do., Florida, case	5 00	5 50
Porto Rican, case	5 00	5 50
Oranges—		
Cal. late Valencias	4 25	4 75
Lemons, Verdillis, case	6 00	6 50
Cal., case	....	6 50
Vegetable marrow	....	....
Peaches—		
Ontario, 6-qt.	0 30	0 35
Do., 11-qt.	0 40	0 60
Pears, Cal., box	3 75	4 00
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Porto Rican, cs. 30-36s	6 25	6 50
Plums, Ont., 11-qt. box	0 75	1 00
Prunes, 11 qt.	1 00	1 25
Damsons, 11 qt.	1 00	1 25
Cal. grapes, Malagas,	2 75	3 00
Almeira grapes, keg	6 50	9 00
Emperor grapes, keg	5 00	5 50

Potatoes Up To $2; Hothouse Tomatoes In

Toronto.

VEGETABLES. — The market on potatoes continued in an upward direction during the week, the general quotation being $2 per bag as compared with $1.75 to $1.90 last week. There is still a disposition for the farmers to hold their stocks. Ripe tomatoes of outdoors variety were about cleaned up, some few coming in were disposed of at 75c per 11-quart basket. Hothouse tomatoes, however, made an appearance and were quoted at 30c per pound. Brussels sprouts were also in the market and were quoted at 15c per quart. Cauliflower is quoted at $1.75 to $2 per dozen. Mushrooms were in the market and were quoted at $3.50 per 4-lb. basket. Beets and carrots by the basket were no longer in evidence, being now sold by the bag almost entirely. Demand for vegetables was somewhat slow.

Beets, bag	0 75	0 85
Brussel sprouts, quart	....	0 15
Cauliflower, doz.	1 75	2 00
Cabbage, Canadian, doz.	....	0 50
Carrots, bag	0 85	1 00
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	4 50
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, doz.	....	1 25
Mushrooms, 4-lb. basket	....	3 50
Onions—		
Spanish, crates	5 75	6 00
Spanish, half crates	3 25	3 50
Do., Canadian, 75-lb.	....	2 75
Do., American, 100-lb.	....	....
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	....	2 00
Sweet, hamper	2 00	2 25
Spinach, box	0 60	0 75
Green peppers, basket	1 00	1 25
Red peppers, 11-qt.	1 00	1 25
Tomatoes—		
11-qt., No. 1	....	0 75
Hothouse, lb.	....	0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 7.—Advances are announced on Gillett's cream of tartar, but other lines are selling at old figures. An advance is therefore expected on baking powder. Some lines have already gone up. An advance has gone into effect on the price of Crisco amounting to 25c per case. Reports coming in indicate that evaporated apples are still very high, the crop in Ontario having been practically a failure. The only available apples seem to be coming from Nova Scotia at a price of 20c per lb. On account of the high price the trade are in some cases buying evaporated peaches, but here again the prices are very high. Further advances on toilet soaps are liable to come at any moment. One large manufacturer has withdrawn prices on all lines of transparent soaps on account of not being able to get materials to make these lines. The honey market is reported very firm, and prices are likely to be higher.

Helping To Make Sugar Situation Worse

Winnipeg.

SUGAR.—There is evidence that some refiners are not shipping into this market, and those that are shipping are several weeks behind in their orders. Jobbers expect that refiners will insist upon them taking 50 per cent. yellow sugar from now on, although there is nothing definite just yet on this. Some retailers have been trying to buy all the sugar they can get hold of, which has been helping to make a shortage. The retailer has not been to blame for this, however, the fault being with the consumer. Jobbers are trying to impress the dealers with the fact that these conditions will improve soon, and that if they insist on buying too much, they will only make the situation worse.

Advised To Buy Dried Fruits As Required

Winnipeg.

DRIED FRUIT.—California figs have not yet been shipped, and will probably be late. So far there is no sign of Portuguese figs being shipped, and the trade are not sure whether they will get any. There are some of last year's Portuguese figs selling at 7¾c; they are sugared, but in good condition. The prune market has firmed up considerably in California, but present prices will probably hold to the retail trade. Greek currants are very high owing to curtailed production and shipping difficulties, and as a result Australian shippers have been swamped

with orders, and there is difficulty in getting the order filled. Prices are therefore very high. Writing to his customers, a local jobber states that he does not look for high prices on any line of California fruits, except perhaps peaches, which he thinks may go higher. For other lines than peaches, he advises dealers to buy as required.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 11½
80-90s, 25-lb. boxes, per lb.		0 12
50-60s, 25-lb. boxes, per lb.		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.		0 08½
90-100s, 25-lb. boxes, per lb.		0 10¼
80-90s, 25-lb. boxes, per lb.		0 10½
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 12⅜
16 oz. choice, seeded	....	0 11⅞
12 oz. fancy, seeded	....	0 10
12 oz. choice, seeded	....	0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 28½

Jobbers Advise Grocers To Buy Rice Ahead

Winnipeg.

RICE.—The following prices are quoted this week and jobbers state that these are about the same prices as they are paying themselves in the primary market: Carolina extra fancy 100 lb. sacks, 11¼c, Japan ditto 8¾c, Siam ditto, 7¼c, Patna 8c. A local house advises its customers to buy for a few months ahead, expressing the belief that no mistake can be made anticipating requirements.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08¾
Choice Japan, 100-lb. bags	0 07¼
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07⅛
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 12½ 0 13

White Beans To Be $6.00 Per Bushel

Winnipeg.

DRIED VEGETABLES.—The white bean market continues easy, and jobbers predict that we shall see a price of $6.00 per bushel some time this month. Soya beans, a small yellow bean which is said to cook well, is being put on the market in 200 lb. boxes at $4.00 per bushel.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel		6 35
Bayo, California, 100-lb. sacks, per sk.		5 75
Peas—		
Split, 98-lb. bags, per bag		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

Tea Costing Jobbers A High Figure

Winnipeg.

TEA.—The market on tea is very firm owing to increased cost of transportation. The following prices are being quoted by a local jobber, who states that he would have to pay these prices himself if buying to-day:

Black, Bulk—	
Broken Pekoe, No. 964, ½ chests, per lb.	0 36
Broken Orange Pekoe, No. 948, ½ chests, per lb.	0 40
Broken Orange Pekoe, No. 10, chests, lb.	0 40
Broken Orange Pekoe, No. 752, ½ chests, lb.	0 41

Advances In Effect On Condensed Milk

Winnipeg.

MILK.—Manufacturers announce that an advance of 50c per case has gone into effect on the following lines of condensed milk:—Eagle, Gold Seal and Reindeer. St. Charles hotel evaporated milk has gone up 25c, but the price of family is unchanged.

Effect Felt Of Ban On Package Cereals

Winnipeg.

CEREALS.—Both the jobbers and retailers are working more or less in the dark regarding package goods. Both of them are trying to clean up their stocks, and the retailer is not inclined to buy, which makes it hard for the wholesaler to dispose of stocks on hand. Some jobbers state that they will lose thousands of orders as a result of this embargo. It was suggested that a better way would have been to stop the manufacture of package cereals at once, and to allow those with stocks to clean them out.

Manitoba Potatoes Bring $1.10 Bushel

Winnipeg.

FRUIT AND VEGETABLES.—Potatoes last week were continuing upward very strongly, but this week the market was steadier, although there is a very active demand. Manitoba potatoes can be bought for $1.10 per bushel, and B. C.'s at $1.25. An advance took place in the price of lemons this week, which are now selling at $9 per case. Emperor grapes are now among the big sellers, and are bringing $3.50 per crate, or $5.50 per drum.

Cabbage, lb.	....	0 03
Cauliflower, Cal., doz.	....	2 25
Celery, B.C., lb.	....	0 10
Potatoes, new	....	1 25
Potatoes, sweet, bbl.	....	6 50
Pumpkin and squash, lb.	....	0 04
Carrots, cwt.	2 00	2 50
Turnips, cwt.	1 25	1 50
Head lettuce, Cal., doz.	....	1 50
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencia, large case	....	6 50
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Fruits—		
Apples, Nova Scotia, bbl.	....	5 50
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Apples, Southern, bbl.	....	7 00
Grapes, Tokay	....	2 25
Peaches, Washington, crate	....	1 25
Grapefruit	....	7 00

WHEAT CROP IN INDIA

The final official forecast of the area sown to wheat for the 1916-17 season, based on revised returns of acreage and outturn received from districts comprising 98.5 per cent. of the total wheat area in India, places the acreage under this grain at 32,940,000, as against 30,320,000 acres a year ago, an increase of nearly 9 per cent. The total yield is estimated at 10,158,000 tons (47,404,000 quarters of 480 pounds each) as against 8,652,000 tons (40,376,000 quarters) in 1915-16, or an increase of 17 per cent.

INCREASE PRODUCTION BY REMOVAL OF DUTIES

The Manitoba Food Control Committee has recommended to the Government the removal of customs duties on agricultural implements, farm machinery and cheap automobiles. The resolution was based on the serious food shortage throughout the world and the fact that the government has urged the western farmer to produce the largest possible crop of wheat in 1918. It is believed that the removal of duties on these articles which retail at $1,000 or less will greatly aid in increasing production.

ARGENTINE CANCELS WHEAT ARRANGEMENT

The wheat and flour arrangements between Canada and Argentina have been canceled. Reference to the question is contained in a letter received by the Department of Trade and Commerce from B. S. Webb, acting Canadian Trade Commissioner in Buenos Ayres. The letter reads: "In further reference to the prohibition-of-export-of-wheat decree of March 28 and license to export 200,000 tons granted to the British Government representative, subject to the condition that an equivalent amount be returned to this country from Canada or Australia, I have now to inform you that the Argentine Minister of Agriculture, in an interview with Sir Reginald Tower, agreed to cancel the obligation for the restitution to this country of an equivalent quantity. Of the 200,000 tons arranged for only 100,000 tons have been shipped. The peculiar arrangement entered into has, therefore, now terminated."

FLOUR AND CEREALS

Flour Remains In Active Market

Montreal.

FLOUR AND FEEDS.—There is no abatement of the demand for flour, and this applies to all grades. Dealers here are finding difficulty in securing ample supplies for the active trade. Quantities are being cut down in mixed car shipments by many mills. Mill feed is in very strong demand, so much so that it is difficult to meet it. Shorts, in particular, have had to be supplied on large orders in decreased quantities.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	11 50
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	....	0 82

Cornmeal Very Scarce; Rolled Oats Higher

Montreal.

CEREALS.—There is no change in the active demand for cereals, which has been characteristic of late. The market is very firm and rolled oats are selling at a slight advance over lowest quotations of 25c for the 98-pound size, making the price $4.25 to $4.50. Cornmeal is very scarce and the price is firm. All dealers are anxiously awaiting further news anent the package cereal situation.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 35	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Prices Are Not Yet Fixed

Toronto.

FLOUR.—Although there was a meeting between the millers and the Food Controller at Ottawa during the week the result of the meeting was not conductive to clearing the doubt with respect to prices. However, it is felt by some of those in attendance that the Food Controller perhaps was not impressed with the desirability of fixing prices. Margins are now considered pretty close in view of the competitive system in industry and so long as the price of wheat is fixed there is very little use of entering further into the matter as the millers themselves through competition will quite generally see that the margin is kept down. There has been a good demand for flour within recent days as buyers evidently let their stocks run down to the minimum and find it necessary to replenish at the present juncture. Prices remain unchanged at the quotations of last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	- 10.15	- 10.35

Corn Products In Heavier Demand

Toronto.

CEREALS.—Dealers in corn products, such as cornmeal and corn flour, report a good demand for these products. There is also considerable inquiry for pot and pearl barley and split peas from the Western sections of the Dominion. In some cases cornmeal was quoted higher but there is difficulty in getting supplies of corn due to the licensing system and stocks of the products are consequently very light on spot. There was a firmer tendency in oatmeal during the week, quotations being made from $4.90 to $5.40 per 98-lb. bag. The range on rolled oats held unchanged.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	6 75
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	5 90	7 00
Corn flour, 98 lbs.	....	6 25
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.	....	6 25
Hominy, pearl, 98 lbs.	....	6 25
Oatmeal, 98 lbs.	4 90	5 40
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	5 70	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Are In Strong Position

Toronto.

MILLFEEDS.—Owing to the heavy demand that is being maintained for millfeeds of all kinds intimations have been made in certain quarters that higher prices are within the range of possibility in the not distant future. Farmers are feeding big quantities of shorts and middlings to hogs and the bran demand is heavier now that stock is again feeding in stable. Feed flour is very scarce as farmers are feeding to their hogs the kind of wheat from which it is made.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag	.....	3.05-3.40

Flour Business Brisk; Demand For Rolled Oats

Winnipeg.

FLOUR AND CEREALS.—The flour business has been very brisk, both East and West. November is usually a good lively month for the flour business. Although the millers' committee working with the Food Controller are anxious to get millers to commit themselves as to what they can do to furnish flour for the Wheat Export Co. for the allied governments, at the same time it is the intention of the millers' committee that the various mills shall take care of their domestic business as usual.

Rolled oats—All millers report a demand considerably in excess of milling capacity, which is a condition likely to prevail throughout the winter months when oatmeal is more in demand than in the warmer months of the year. The Wheat Export Co. will do considerable exporting of oatmeal to the allied governments.

Cornmeal is still ruling high, and as a substitute suggested by the Food Controller there will be little economy in using corn products or cornmeal at the present high prices; it is very probable, however, that the Canadian people will probably substitute even at the high price.

Feeds—The market is still very high, with a greater demand than the mills can supply. No relief to the feed situation has been brought about by substituting corn.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

FOREIGN SUGAR FOR UNITED STATES MARKET

Negotiations for the release of sugar stored in New York vicinity and owned and paid for by foreign countries have been completed and 26,750 tons have been put on the U.S. market to relieve the shortage, it was announced by George M. Rolph, chief of the sugar division of the Federal Food Administration.

SAO PAULO COFFEE CROP

The American consul at Sao Paulo, Brazil, in his annual report to the U.S. Department of Commerce, says:

"This state ranks first among the coffee-growing regions of the world so far as quantity is concerned, and with the first in quality. Unlike the growers in many other countries, the 'fazendeiro' of Brazil has been content to raise the coffee bean on a wholesale basis and leave to others the grading and blending of his product, so that it generally reaches the consumer under any name but its proper one. If the names 'Mocha' and 'Java' were not applied to Brazilian coffee—'Mocha' to the small, rounded, single berry which grows at the ends of the branches, and 'Java' to the large, flat, well formed beans which grow nearer the trunk of the tree—purchasers might not be induced to pay the dealer so much for it. Attention is now being given to marketing and this campaign promises to divide between the Brazilian planter and the consumer the profit that has heretofore gone to the dealer.

"Like the southern cotton planter of the United States, the Sao Paulo cultivator has been largely a monoculturist, planting only coffee, but the demand for foodstuffs occasioned by the war and the limiting of the demand for coffee through the blockading of the central powers has given impetus to the diversification of crops.

"Other than coffee, the principal crops of the state are rice, sugar cane, tobacco, mandioca, beans, potatoes, pineapples, bananas, and cotton."

At Bahia, "The 1915 coffee crop was about 225,000 bags of 132 pounds and the 1916 yield 175,000 bags. A good crop is expected for 1917. Coffee shipments from this port, in bags of 132 pounds, were: To the United States, 14,281 in 1915 and 1,600 in 1916: to Europe, 181,138 in 1915 and 109,781 in 1916. The average price was 6 cents per pound in 1915 and 7 cents per pound in 1916.

JAPANESE VEGETABLE WAX INDUSTRY

An industry of Japan which has made remarkable progress in recent years is that concerned with the extraction of vegetable wax, which is coming into greater demand on foreign markets. The output has been gradually increasing, and now stands in the neighborhood of 1,700,000 yen, or about $850,000 per year. The work of extraction is being organized on a larger scale.

The product is used abroad principally in the manufacture of polishes, pomade and soaps, and in dressing leather.

Most of this vegetable wax is derived from the fruit kernels of a tree peculiar to Japan, which begins to fruit at about 15 years, and sometimes bears heavily when it is over 100 years old. It reaches a height of 20 to 25 feet, and produces from 30 to 150 pounds of nuts annually.

The best wax is made from nuts that have been kept over the winter, and generally speaking, the quality of the product improves with the age of the nut. The wax is extracted by crushing and steaming the nuts, and then subjecting the mass to pressure. A second wax is secured by repressing. One workman can handle about 150 pounds of raw mass in a day, and this produces about 16 pounds of wax.

The crude wax, which solidifies at 50 degrees, is cast into round moulds of a little more than a pound each. It is next refined, the process used being a traditional one and peculiar to Japan. It is mixed with wood or charcoal, ash and water, thoroughly boiled, and dropped into cold water, so as to form what are called wax flowers. These are taken out and exposed to the sun for about 20 days, when the process of boiling, making the flowers, and sunning is repeated. The wax is then boiled a third time, and the best quality taken off the top while it is in a molten condition. Recently improved methods have begun to come into use, and the crude wax is treated with an alkaline solution.

INDIA'S SUGAR CROP

The Indian Department of Statistics has issued its first memorandum on the sugar-cane crop of 1917-18, basing its calculations upon reports received from provinces that contain 95.3 per cent. of the area under cane in British India. As given in the *Indian* (Government) *Trade Journal* for August 24, the total area is estimated at 2,442,000 acres, as against 2,242,000 acres a year ago, or an increase of 9 per cent.

The present estimate, as compared with that at the corresponding date of last year, shows an increase of 24 per cent. in the Punjab, 15 per cent. in Bombay and Scinde, 10 per cent. in the United Provinces, and 9 per cent. in the Central Provinces and Berar. On the other hand, Bengal and the North-west Frontier Province show a decrease of 6 per cent. each, Assam 3 per cent., and Behar and Orissa 2 per cent.

Weather conditions at sowing time were favorable, and prospects of the crop are so far good.

RECORD CROP YEAR

The October figures of the U. S. Agricultural Department made little change in the previous estimate of the wheat crop. Winter wheat was reported at 417,347,000 bushels, as in September but spring wheat was estimated at 242,450,000 bushels, a decrease of 6,800,000 bushels since the September report. The total wheat crop, 660,000,000 bushels, was grown on 46,692,000 acres, with an average yield of 14.1 bushels per acre. Winter wheat yielded 15.1 bushels and spring wheat 12.7 bushels per acre.

The total of the five cereal crops this year is 5,710,000,000 bushels. This is a billion bushels more than last year. This means 10 bushels more grain for every man, woman and child in the United States than in 1916. While this is less than the amount produced in 1915, the record year, still, if the greater quantity of potatoes and vegetables produced this year be taken into account, the nutritive value of this year's crop is the greatest on record.

The yield of rye is given at 56,000,000 bushels, nearly 20 per cent. more than last year, while buckwheat is returned at 17,800,000 bushels, against 11,840,000 bushels last year. Kaffir corn and the other sorghums are returned at 98,000,000 bushels, practically 100 per cent. increase as compared with last year.

The corn crop is given at 3,210,795,000 bushels, an increase of 600,000,000 bushels as compared with last year, and oats at 1,580,714,000 bushels, an increase of 33,000,000 bushels as compared with last year.

GUADELOUPE'S COFFEE CROP

According to present indications, Guadeloupe coffee planters will harvest a crop much larger than that of 1916. Last year's crop having been somewhat below the average, it is safe to say that the coming one will probably exceed the normal production of 1,375,000 pounds. Climatic conditions have been very favorable throughout the year for the growth of the coffee, and the two worst months of the hurricane season have passed without any damage having been done to the ripening berries. Picking will commence the latter part of October and will probably continue until the last of January.

It has been stated that the scarcity of labor will somewhat hinder the harvesting of the crop, but the fact that the wages of laborers have not been increased seems to show that this scarcity is not a serious menace.

POOR POTATO CROP IN NEW BRUNSWICK

Reports from New Brunswick indicate that, despite the fact that farmers planted an extraordinary large acreage in response to Government urging, the potato crop of the province will make a poor showing. Bad weather, resulting in blight and dry rot in July and August, practically ruined 50 per cent. of the crop, and instead of the farmers getting 75 to 100 barrels per acre, they are getting from 18 to 40 barrels. Half of the potatoes available have not reached a merchantable size owing to blight in the tops which stopped the tubers from growing. What shipping is being done from New Brunswick is to New England points, as the American crop has remained fairly high and level for the past few weeks.

DOING HIS BIT

"You seem pretty proud since you gave the 25 cents to the patriotic fund."

"Yassah," replied Mr. Erastus Pinkley. "Talk about doin' yoh bit; I jest done my two bits."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 6.—Price changes this week are fewer than they have been for some time. Crisco made another advance of 25c, and is now $10.55 per case. Prince of Wales tomatoes, 2's and ½'s, are quoted anywhere from $4.75 to $5.50. Brooms keep advancing, a 20c per dozen advance going into effect this week. Domestic sardines are now $7.50 per case. Tapioca and sago are 13½c per pound. Corn, 2's, are $5 per case. Evaporated apples, 25's, are 18c per pound; choice evaporated peaches are 15c.

CALGARY:

Beans, small white, Japan, lb...	0 11¼	0 13
Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.....	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	....	0 13½
Sago, lb.	....	0 13½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large....	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case.....	....	16 20
Eggs, No. 1 storage, case.....	....	13 50
Tomatoes, 2½s, standard case...	4 75	5 50
Corn, 2s, standard case.....	....	5 00
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case...	5 50	5 85
Raspberries, 2s, Ontario, case....	5 40	5 85
Peaches, evaporated, lb.	....	0 15
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case.....	8 75	9 50
Salmon, Sockeye, tall, case.....	....	16 00
Do., halves	....	18 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 6.—Potatoes in this district are scarce and the price remains high. Owing to the early freeze up, a large part of the crop was frozen in the ground. Staples remain firm this week. Briar and Index tobaccos advanced 2c per pound. Crisco is up 25c per case, and maple syrup has jumped in price about a dollar per case. Business remains good.

REGINA—

Beans, small white Japan, bu...	....	7 15
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl..	....	10 90
Molasses, extra fancy, gal.....	....	0 61
Rolled oats, bails	....	4 00
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt....	....	10 12
Cheese, No. 1 Ontario, large.....	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case.....	....	16 30
Bacon, smoked sides, lb.....	....	0 32
Bacon, smoked backs, lb.....	....	0 30
Eggs, new-laid	....	0 45
Pineapples, case	....	5 75
Tomatoes, 3s, standard case.....	5 40	5 80
Corn, 2s, standard case.....	....	6 45
Peas, 2s, standard case	4 20	4 25
Apples, gals., Ontario	....	2 45
Strawberries, 2s, Ont., case.....	....	6 30
Raspberries, 2s, Ont., case.....	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl...	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 6.—Buying for Christmas trade by retailers is slower this year. Merchants are cautious, chiefly on account of unwillingness to buy ahead farther than is actually necessary. There is also some trouble securing supplies of Christmas goods. There are a few raisins on the market and a few coming. Almonds and walnuts are scarce and no new stock to be imported till after Christmas. One importation of California walnuts at 34c is reported. White beans are up to $9.50 to $10, and yellow-eyed $9.50 to $9.60. The demand continues almost as steady as before the war prices. Owing to the exclusion of Rangoon beans and the unsatisfactory Canadian crop, a carload of California beans is being imported as an experiment. The sugar market shows the paradox of greater scarcity, but lower prices. Granulated, $9.15 to $9.20; yellow, $8.66 to $8.70. Eggs are firmer; new-laid are 50c to 55c per dozen. Butter is moving slowly. There is little demand owing to the anticipation of margarine arrivals, but prices are nominally the same. Lard is higher, pure lard being 30c to 30½c per pound, and compound 24c to 24½c. Tomatoes are $5.10; peas, $4. New salmon is late; some pinks arriving are quoted at $10 to $10.50. Domestic sardines jumped, and are now $6.75 to $7. Cream of tartar is 64c to 66c, and further advances are expected. California oranges are $4 to $4.50; Lemons, California and Messina, $7. Grapefruit is $6 to $7 per case. During the week potatoes have been off to $3.25, but are again firm at $4.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.....	....	13 50
Cornmeal, ordinary, bags.....	....	4 75
Molasses, extra fancy, gal.....	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 50	10 00
Beans, yellow-eyed	9 50	9 60
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 66	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 55
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.....	0 48	0 50
Butter, dairy, per lb.....	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 30	0 30½
Lard, compound	0 24	0 24½
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case.....	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case.....	....	4 30
Corn, 2s, standard case.....	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.....	....	4 00
Strawberries, 2s, Ont., case.....	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 64	0 66
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, American, bbl.....	....	....
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.....	2 90	3 00
Lemons, Cal. Messina, case.....	....	7 00
Oranges, California, case	4 00	4 50
Grapefruit, case	6 00	7 00

BRITISH COMMISSION IN U.S. FOR SUGAR SUPPLY

A British commission arrived in the United States recently to ascertain if Britain may expect to depend upon the United States for sugar.

The visitors, Sir Joseph White Todd and George R. Drake, representing the British Food Commission, will confer with Food Administrator Hoover in Washington. They were met at the pier by bankers and representatives of sugar firms.

Sir Joseph said England had reduced its consumption of sugar more than 30 per cent. as compared with normal times, and that wholesalers are allotted only 50 per cent. of their requirements. He added that 25 per cent. of England's sugar imports had been wasted.

Plans are being made by the Dominion Canners for one of the finest canneries in Ontario, to replace the Strathroy plant destroyed by fire early in the year. The new building will cost about $100,000 and will be equipped with the most modern machinery.

PRODUCE AND PROVISIONS

Hog Receipts Light; Live and Dressed Up

Montreal.

PROVISIONS.—While the receipts of hogs are still small, there is a fair demand. The quality remains poor. Since last week there has been an advance of a dollar per hundredweight for live hogs, and the dressed hog prices are higher by a dollar and a half per hundred over those of last week. Breakfast bacon is higher, and is quoted at from 38c to 42c per pound. These are the changes for the week, and other lines remain firm, with orders coming in freely.

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 28¾
Shortening—		
Tierces, 400 lbs., per lb.	0 22½	0 22¾
Tubs, 50 lbs.	0 22¾	0 23
Pails, 20 lbs., per lb.	0 23	0 23¼
Bricks, 1 lb., per lb.	....	0 25

Poultry Supply Fair; Demand Is Good

Montreal.

POULTRY.—There is no feature this week in the poultry market. There is a normal demand, with the supply fairly good. As the cold weather approaches there will be an increasing demand for this commodity, which is always popular, and even more so in the chilly weather preceding winter. With meats costly and lesser supply in sight, poultry will be freely asked for throughout the season.

Poultry—		Dressed
Old fowls	....	$0 21
Chickens, milk-fed, crate fattened, lb.	....	0 25
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Eggs Are Scarce; Storage Stock Moves

Montreal.

EGGS.—With wet weather prevalent in many parts, the supply of fresh eggs has been decreased. Storage stock is now being drawn on, but this is not meeting with general favor. While the request from overseas has been active, it is not an easy matter to get freight accommodation for delivery. Many householders have put down quantities of fresh eggs for future use. In view of the freight situation it is not unlikely that there will be a weakening in the storage egg prices, as these stocks cannot be held indefinitely.

Eggs—		
New-laid (specials)	....	0 54
Selects	0 47	0 48
No. 1's	0 43	0 44
No. 2's	....	0 40

Cheese Receipts Small; Factories Closing

Montreal.

CHEESE.—At this season of the year many factories cease operating until spring. Thus the receipts of cheese decrease, and as a matter of fact there has been a decrease from the corresponding period of 1916 to October 27th of over 321,000 boxes, a large amount indeed. There is a much smaller quantity in storage this year, the number of boxes held being only 88,901, as against 131,191 for the same date last year. The retail prices are so high that there has been a noticeable decreased demand for local or Canadian use.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Weaker; Margarine's Effect

Montreal.

BUTTER.—Margarine being allowed on the market has had the effect of lowering the price of butter only in that a few makers have been nervous of the competition and have sold small lots for less. There have been no price changes here, and receipts are just fair, although these are somewhat better than for the corresponding period last year. Notwithstanding, the October stock of butter available was less by over 29 000 packages than that shown on September 30th. Until margarine is offered and sold, there will be a waiting to see what its effect is.

Butter—		
Creamery prints (fresh made)	....	0 45½
Creamery solids (fresh made)	....	0 45
Dairy prints, choice, lb.	....	0 42
Dairy, in tubs (choice)	....	0 40

Honey Unchanged; In Fair Demand

Montreal.

HONEY.—There is small movement of honey and, with a short supply and the season over, big orders could scarcely be handled. There have been no changes in quotations this week. Maple syrup and sugar are both in demand, and the supply of these is quite limited. Prices as quoted here are as follows:—

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 16
Buckwheat, 60-lb. tins, lb.	....	0 15½
Clover, 5-10-lb. tins, per lb.	....	0 18
Clover, 60-lb. tins	....	0 16
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Live Hogs Are Firmer Again

Toronto.

PROVISIONS.—There was a slightly firmer market to live hogs during the week and prices advanced 25c per hundred. There was a fairly good run of hogs during the week. There is an exceptionally good inquiry for mess pork at the present time from Eastern centres and this has had the effect of giving firmness to the market. Stocks are reported light and prices again went back to the level of the previous week, when the range was from $55 to $56 per hundred. The high quotation of pickled rolls on the other hand showed a slightly easier tendency, the range being narrowed to $50 to $51 per barrel. Bacon held steady in price, firm prices being maintained. Boiled hams in certain quarters were down 1c and roast hams were quoted ½c easier.

Hams—		
Medium	....	0 30
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	....	0 28½
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 44	0 50
Shoulders, roast, per lb.	0 37½	0 47
Barrel Pork—		
Mess pork, 200 lbs.	0 51	0 51
Short cut backs, bbl., 200 lbs.	55 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	51 00
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	....	17 00
Live, fed and watered	....	16 75
Live, f.o.b.	....	16 00

Compound And Shortening Higher

Toronto.

LARD, SHORTENING.—A firm market existed in pure lard, compound and shortening during the week and prices

were advanced from ½c to 1c per pound. There is a shortage of pure lard stocks owing to the heavy demand that has developed recently and although heavy stocks were carried at the beginning of the consuming season these have been rapidly depleted. Shortening is also in very firm market and an advance of 1c per pound was recorded. Shortening is now quoted at 24c tierce basis, compound at 23¾c to 24¼c and pure lard on a basis of 27½c tierces. Shortening and compound prices have been affected by the upward trend of the raw materials.

Lard—		
Pure tierces, 400 lbs., per lb..		0 27½
Compound tierces, 400 lbs., lb.	0 23¾	0 24¼
Shortening, tierces, 400 lbs., lb.		0 24

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Lack Of Export Space Affecting Butter

Toronto.

BUTTER.—There is a continued lack of ocean space for the export of butter and this is having a tendency to depress the market. However, this condition holds inherent elements of strength due to the fact that the moment space is available there will undoubtedly be heavy shipments of butter to the British market. Margarine possibilities are tending to hold the market in an easier condition. Prices remained unchanged during the week.

Creamery prints, fresh made.....	0 45	0 47
Creamery solids, fresh made.....	0 44½	0 45
Dairy prints, choice, lb.	0 44	0 45
Dairy, prints, lb.	0 38	0 40

Egg Market Continues Weak Except New-Laids

Toronto.

EGGS.—There was a continued weaker feeling in the egg market during the week on storage eggs due to the existence of heavy stock and the inability of dealers to export them. Export is shut off on account of lack of ocean space. New-laid eggs, however, are in strong position, as receipts are now light. The presence of heavy stocks of storage eggs in the United States is a factor that is causing a weaker tone to the market. Some few cars of American eggs are reported to have come into the Canadian market during the week.

Eggs—		
New-laids, in cartons	0 55	0 56
Storage selects, ex-cartons.....	0 45	0 47
Storage, No. 1, ex-cartons.....	0 44	0 45
No. 1, ex-cartons	0 44	0 45

Cheese Market Holds In Steady Tone

Toronto.

CHEESE.—The Cheese Purchasing Commission continues to adopt the sphinx-like attitude with respect to prices and gave no intimation that any change can be looked for. Cheese producers in various parts of the country have made solicitations in the hope that a higher price would be established, but it seems pretty well established that the present price is likely to prevail for some little time. So long as this price prevails the market can be expected to hold its even tenor. Prices were unchanged locally and the demand is fair.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Arrivals Of Geese Show Improvement

Toronto.

POULTRY.—Arrivals of geese in the local market were a little heavier during the week than they have been recently. Chickens continued to arrive in good numbers and prices held steady at the quotations of last week. There is a fairly good consumptive demand at present. Turkeys are still in light supply, but the consumptive demand is equally light. Chickens are reaching the market in better shape, as farmers evidently are inclined to finish them a little better before shipment.

Prices paid by commission men at Toronto:	Live	Dressed
Ducks	$0 13-0 15	$....-0 20
Geese	....-0 13	0 16-0 18
Turkeys	0 16-0 18	0 23-0 28
Roosters	0 15-0 16	....-....
Hens, over 5 lbs.....	0 16-0 18	0 18-0 21
Hens, under 5 lbs.....	....-0 15	....-....
Chickens, 4 lbs. and up..	....0 18	....0 22
Chickens, under 4 lbs....	....0 17	....-0 21
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens, dressed	....-....	0 22-0 25
Ducks	....-....	0 22-0 25
Chickens	....-....	0 26-0 28

California Honey Expected In Soon

Toronto.

HONEY.—Supplies of local honey are getting within narrow compass and as a result importers have decided to bring in some California comb honey. This is now on the way and is expected to arrive in the near future. It will probably be quoted at $2.50 to $3 per dozen according to grade. Clover honey continued to be quoted at 19c in 60-lb. tins and 20c in 5-lb. and 10-lb. tins.

Honey—		
Clover, 5 and 10-lb. tins	....	0 20
60-lb. tins	....	0 19
Buckwheat, 60-lb. tins	....	....
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Maple Syrup—		
8-lb. tins	1 50	1 60
Gallons, Imperial	1 75	1 90

Think Margarine Won't Affect No. 1 Creamery

Winnipeg.

PRODUCE AND PROVISIONS.—Last week the hog market advanced 50c to $14.50, but declined a similar amount, and early this week was quoted at $15. Receipts are increasing, and lower levels are anticipated. The hogs that have been coming forward were in an unfinished state, and should have had another three or four weeks grain feeding. Provision prices have not changed, but fresh pork has fluctuated with live hogs. Pure lard is selling on a basis of 26c for tierces and compound for 22c. The latter may advance further unless the cottonseed oil market eases off. Butter—With the admission of margarine to the Canadian market, creamery butter has been quiet, but prices unchanged. Dealers do not look for any lower prices on No. 1 creamery, but inferior grades may be affected by the sale of margarine. Eggs—The market is quiet, and consumption only fair, with light deliveries of new-laids. Sixteen hundred cases of storage eggs were shipped out last week, and it is expected that a similar quantity will go forward each week for the next three weeks. There is no change in the price of cheese.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 37
Backs, regular	....	0 38
Dry Salt Meats—		
Long clear bacon, light.....	0 27	....
Backs	0 30	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26
20s	....	5 50
Cases, 5s	....	16 13
Cases, 3s	....	16 20
Lard, Compound—		
Tierces	....	0 22
Tubs, 50s, net	....	11 38
Pails, 20s, net	....	4 70
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2..	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

SWISS FRUIT, NUT AND VEGETABLE CROP

The prospects for the fruit crop of Switzerland at the beginning of September were better than a month previous. With the exception of certain regions visited by hail, the pear and walnut trees are very full. The crop prospects for apples and prunes are good, especially in the north-eastern and north-western parts of Switzerland. The prospects for grapes vary, but the average for the country is somewhat more unfavorable than a month ago.

The repeated rainfall, interspersed with warm weather, has had a bad effect upon the potatoes. The tops have died down rapidly since the middle of August with the exception of certain late varieties, and among the earlier varieties there has been considerable rot. The beets and mangold roots promise a medium crop and the field vegetables, especially the beans, are also good, but the cabbage and the cauliflower varieties all over Switzerland have suffered from the larva of the cabbage butterfly and the yield will therefore be very small.

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"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The "Populars" are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any but everything in a parcel is most heartily welcome."

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Mr. Bruce's Counsel

SPECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

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(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

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The Financial Post
of Canada

.....1917

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143-153 University Ave., Toronto.

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Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

WHAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened. With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.

Recommend
Brunswick Brand
to your hard-to-please customer

The woman who has very decided ideas as to what real quality sea foods should be will find in these delicious lines the realization of her ideals.

An already big demand is being augmented by the food conservation propaganda which aims at making fish a more common article of diet in the Canadian home.

This affords every good grocer an opportunity to extend his trade by featuring fish. A stock of Brunswick Brand Sea Foods will turn a sizeable share of the fish demand to your store.

Get in a supply to-day.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Brothers
Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce. 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

Fruits

Imports from Everywhere

Grapes, Oranges, Nuts,
Figs, Dates, Spanish
and Domestic
Onions,
New Messina Lemons,
Apples

Fish

Fresh, Frozen or Salted

Every variety to help you increase business.

Try our
Whitco Brand
Ciscoes
delicately cured.

Packed in 15 lb. boxes.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

WE have just completed the installation of a most modern plant for the refining and packing of SMALL'S BRANDS, Molasses, Syrup and Maple Butter exclusively.

Plant is located 85 to 115 Parthenais St., part of which was previously occupied by Sugars & Canners.

You are doubtless familiar with the fact that SMALL'S BRANDS have been long on the Markets of the World as being STANDARD (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

SMALL'S BRANDS are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling SMALL'S BRANDS are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on SMALL'S BRANDS from your jobbers.

Smalls Limited are the sole proprietors and exclusive manufacturers of Smalls Brands.

SMALLS LIMITED

101 PARTHENAIS STREET - - - MONTREAL

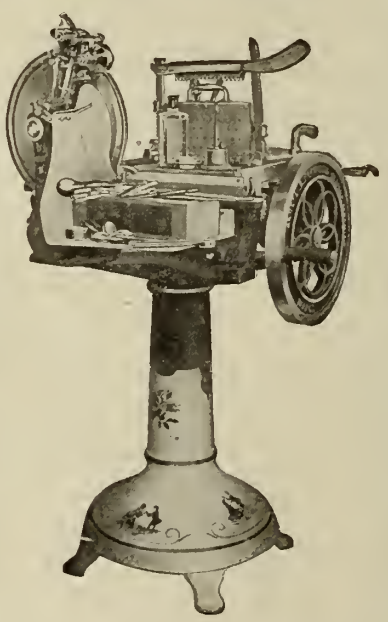
Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge, Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 40
Jersey Brand, Hotel, each 24 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED
MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.
Cambridge Sausage, 1s, $4; 2s, $7.75.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.
Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.
Ox Tongues, Glass, 1½s, $13; 2s, $15.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

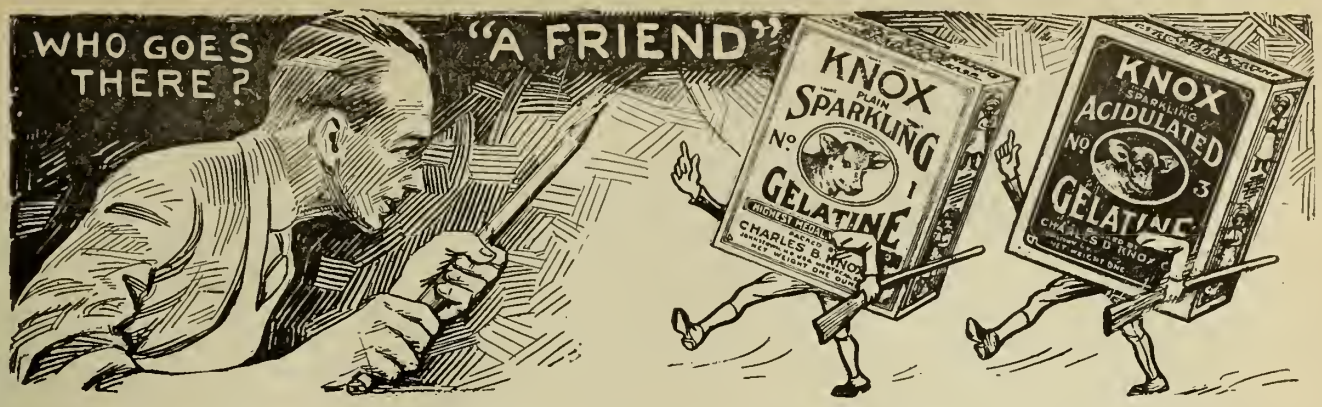
Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.



Knox Sparkling Gelatine—Always a Friend of the Grocer

Knox Sparkling Gelatine does the three things you want a grocery article to do—it *sells* rapidly and steadily—*pleases* your customers, and *pays* you good profits. The new retail price of 20 cents is fair to your customers because each package makes four pints of delicious jelly at a cost of only 5 cents per pint, a wholesome and economical dessert. Just now when Economy is the watchword it should pay you to push the sale of **Knox Gelatine** because, while it's cheap for your customers it pays you more profit than ever.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.

HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

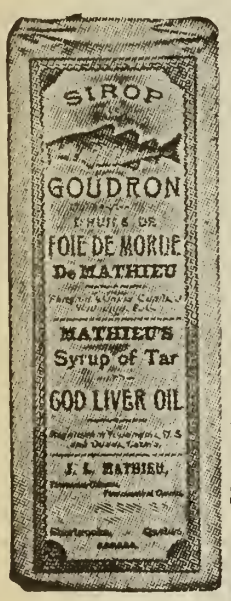
has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 603

If any advertisement interests you, tear it out now and place with letters to be answered.

CENTURY
SALT
TRADE MARK
—a salt that's easy to sell
—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.
Be sure your stock is well displayed.
THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Lots of Your Customers Require Mathieu's Nervine Powders



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Cullnary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11

(20 lb. boxes ¼c higher)

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12

(20-lb. boxes ¼c higher than 40's)

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case.	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb boxes	0 58
Walnut, 9s	0 70

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

Northern Ontario Trade

ONIONS

Ontario and British Columbia stock. Now is the time to buy your winter supply. We have what you want. Spanish Onions, in large cases. Supply limited. We have several cars due to arrive during the coming week.

APPLES

Barrels and boxes for winter storage. We have the goods. Best varieties. Get our prices on carload lots or smaller quantities.

Fancy Jamaica Grape Fruit

Red Emperor Grapes in Drums

Sweet Potatoes, Celery, Cauliflower, Etc.

DUNCANS, LIMITED

North Bay, Sudbury, Cobalt, Timmins

EXTRA FANCY CALIFORNIA

Red Emperor Grapes

In Kegs, packed in cork sawdust.

FLORIDA GRAPE FRUIT

(All Sizes)

Cape Cod Cranberries

(Bbls, and Boxes)

Washington and Nova Scotia

APPLES

Best Varieties, Boxes and Barrels.

The House of Quality

HUGH WALKER & SON

Established 1861 **GUELPH, ONT.**

Show Marsh's Grape Juice

Show it in your windows and in your store displays. Keep it before the notice of your trade. Get its delicious purity and goodness known to them and your sales will grow and your profits increase.

Begin to-day—Now.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

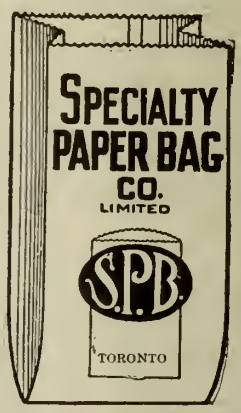
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Let Canadian Grocer — the paper most interested in your business — help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.
Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

WETHEY'S

Orange Marmalade

IS

WITHOUT A PEER

"One try satisfies"

ORDER IT FROM YOUR JOBBER.

J. H. WETHEY, LIMITED

St. Catharines, Ont.

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENing for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

Forgetting

One of the things we all do well is to forget.

Names that were household words yesterday are gone to-day.

Because people knew your Name and your Line a year ago it is no sign they do to-day. They forget easily.

Keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends. Advertising does both.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM.
FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

SPOT CASH
FOR
Tea LEAD
SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

"McCASKEY"
Account Systems
For Every Business.
Send for booklet—
"A Credit Plan that Works."
McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here. Don't miss this opportunity.

CANADIAN GROCER, 143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Canadian Housewives Order

PURITY FLOUR

Because They Know That It Makes Better Bread, Biscuits, Cake and Pastry Than Other Brands

Bread made from Purity Flour keeps fresh and moist and retains its sweet flavor longer than other bread. Therefore the housewife can bake a double batch at one time and save the work and fuel expense of several baking days each month.

The reason Purity bread stays fresh so long is because Purity is an *absolutely clean* flour—free from every speck of dirt and bit of fibre. Mention this fact to your customers—it will lead to more sales—and profits—for *you*.

Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Y & S STICK LICORICE

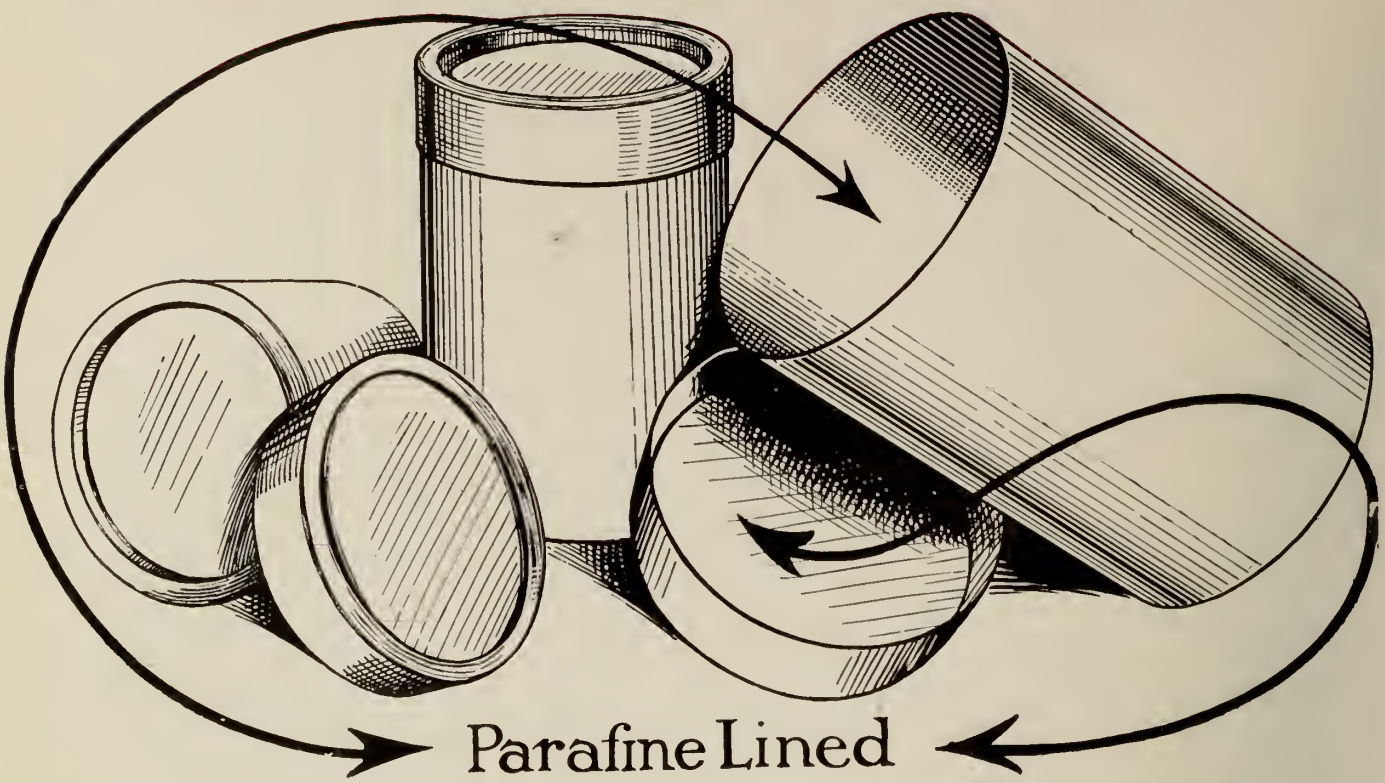
48 5c. Packages to Box

The old-fashioned remedy for Coughs and Colds

A comforting Trench companion for the boys "out there."

NATIONAL LICORICE COMPANY
MONTREAL

ECONOMY *plus* EFFICIENCY



The eliminating of waste is not only good business but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it, but concludes that she is short measured, whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is paraffined inside and out, will not spill its contents on the clothes of the customer carrying it, nor on other merchandise accompanying it when delivery is made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-Pints	**$17.00 per 1000**
Pints	**$19.00 " "**
Quarts	**$24.00 " "**

CONNECTICUT OYSTER COMPANY, LIMITED

"Exclusive Selling Agents"

50 JARVIS STREET TORONTO, CANADA

SUPPORT THE VICTORY WAR LOAN

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, NOVEMBER 16th, 1917 No. 46

Pure Gold Jellies

Are Delicious and Economical

A dandy line to play up now when inexpensive, nourishing foods are in greater demand than ever.

Pure Gold Jellies are made from Pure Fruit Flavors and possess that little touch of super-quality which satisfies the most critical.

Show Pure Gold Jellies prominently. They are worth pushing.

The memory of quality lingers when prices are forgotten.

Pure Gold Manufacturing Co., Ltd.

TORONTO and WINNIPEG

CANADA

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Crystal DIAMOND Lumps

The daintiest lump sugar on the market, and also the most economical, because it melts quickly and leaves no residue unmelted in the cup.

ST. LAWRENCE SUGAR REFINERIES, LTD.
MONTREAL

PROHIBITION
BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Victory Bonds

KEEP BUSINESS BRISK

This war is costing Canada a million dollars a day. This is a daily cost of 12½c per capita, or a monthly cost of $18 per family. To ask every man, woman and child to pay 12½c each day or every family to pay $18 per month, would be ruinous.

It is obvious that the only way to get the money necessary to carry on the war is to sell Bonds, the retirement of which will be spread over a term of years.

Canada's prosperity depends on keeping our factories busy with war orders.

Every merchant in Canada therefore should buy Canada's Victory Bonds.

When You Buy a Bond

You make an investment as safe as any in the world—a Canadian Government Bond.

You enable the Allies to continue buying in Canada. You give your personal pledge that Canada is in this war to the end.

You help your own business by helping Canadian business.

You are therefore a patriotic citizen and a good business man, when you

Buy Canada's Victory Bonds

This Space Contributed by

BORDEN MILK COMPANY, LIMITED

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

The quality line

Quality counts more than ever in these days of high prices. The housewife must consider carefully the food value and quality of every purchase she makes. Experience has shown the economy and superior quality of

Simcoe Brand

Pork and Beans

(WITH TOMATO SAUCE)

You can always recommend this brand to your customers with the certain knowledge that it will prove absolutely satisfactory to them. The name is your protection.

This line carries a good margin of profit and will pay you handsomely for any effort you make in pushing it. Be sure you keep a good stock on hand.

EVERY CAN SELLS ANOTHER

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

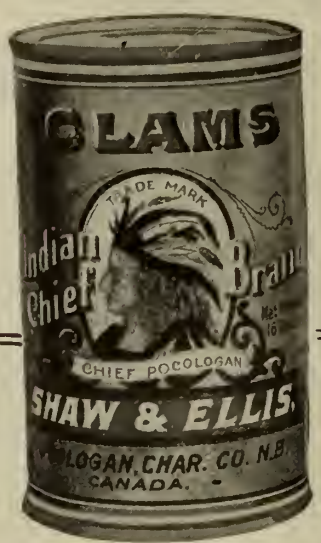
GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO



Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS

POCOLOGAN, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

VICTORY

must rest with Britain and her allies.

To attain this end their troops must be provisioned and munitioned. Help to do this by BUYING A BOND and "do your bit" towards reaching the goal, the only

PEACE

which will rid the world of the terrors and menaces which to-day oppress it.

Hurry along the victory which means for all nations an era of true

FREEDOM

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

What Three Canadian Brothers Fighting in France Write to Their Parents

From Letters of three Canadian brothers fighting in France

"Thank you very much for parcel No. 903 which I go yesterday. The cake was fine and in the best of condition, also the chocolate which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The "Populars" are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark & Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here as we are now in the line or near it. There is little chance of us being always calling on the rations and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Economical Way

"Riteshape"

Proper packaging of sea foods often puzzle the dealer.

Fish are always wet and heavy.

They soak up and destroy practically all soft wrappings.

Expense of amply protecting such sales by paper and soft material containers is heavy.

Results are unsightly and not appetizing.

The answer is, use "Riteshapes."

"Riteshapes" are stronger wet than dry.

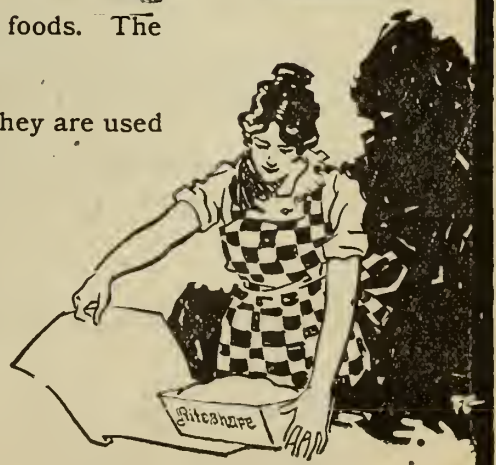
"Riteshapes" won't soak the juice or oil out of fish foods. The "Riteshape" dish resists oil and moisture.

"Riteshapes" are strong enough to carry any weight.

Sea foods can be left right in the "Riteshape" until they are used in the home.

There is a "Riteshape" for every fish order no matter how small or large.

Get "Riteshapes" from



Victoria Paper & Twine Company
LIMITED

TORONTO **Montreal,**

Made and guaranteed by
THE OVAL WOOD DISH COMPANY
Delta, Ohio, U.S.A.

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

"KKOVAH"
HEALTH SALT
and
"KKOVAH"
CUSTARD POWDER

—two good sellers for your daily displays.

A good showing of these two dependable lines will bring you worth while returns. Their quality is worthy of your best recommendation.

SOLE AGENTS FOR CANADA :

MACLURE & LANGLEY, LIMITED

MONTREAL TORONTO WINNIPEG

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker and Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

We offer you the Western Market!

Are you letting the lack of good, aggressive representation deprive you of the growing Western demand?

It's a demand worth connecting with and our selling organization is the connecting link.

With 12 efficient salesmen continually calling on the wholesale and retail trade, we can always give you the representation that spells success.

Give us an opportunity to prove our claims.

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you have any cars of

Potatoes, Turnips, Apples, Cabbages

to offer, telephone, wire or write me particulars.

FRED J. WHITE
Fruit and Vegetable Broker
Board of Trade
Toronto, Ontario

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

TO

Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Trade Papers are Pioneers of Business Expansion

Before placing your account, get in touch with
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

Want Ads.

If you want a buyer for your business, or have a situaton to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Did you see the convenient "Enquiry" blank on page 36

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Gunpowders
Hysons

JAPANS

Ceylons
Indians

☛ New crop teas now in store.

☛ Shipments will be very small in quantity during next few months.

☛ Prices will be higher.

☛ We advise purchases on present basis.

KEARNEY BROS., LIMITED

TEA IMPORTERS *COFFEE ROASTERS*

33 St. Peter Street **Montreal**

WETHEY'S

Orange Marmalade

IS

WITHOUT A PEER

"One try satisfies"

ORDER IT FROM YOUR JOBBER.

J. H. WETHEY, LIMITED

St. Catharines, Ont.

BROKERS

We want live Brokers in every city in Canada to sell our line of

BISCUITS
CHOCOLATES
CONFECTIONERY
IMPERIAL
MAPLE CREAM
BUTTER
IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited

Office — Factory — Refinery

330 Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

The Song of the Soldiers

"We are Going Across and Coming Across. Are you Going or Coming?"

"Good-bye, Jim, take care of yourself," has been heard on the doorsteps of most of the homes in Canada. It is being heard to-day, and will be heard to-morrow and the next day—and the next, in Canadian homes.

Maybe it has been heard in yours. If it has you will want to help Canada back up that son, brother or father in the big job ahead. You will want to know that you, too, have done your share when the boys come marching home again.

When you see that loved one of yours swinging along with the boys you will want to be able to say, "Well, I couldn't go across with the boys, but I 'came across' and did my bit in helping them win the war."

Buy Victory Bonds

Let that be part of your share in helping the boys at the front. The money will filter back into your pockets again through various channels because **every cent of it will be spent in Canada.**

It is one of the best investments you can make. You maintain your self-respect and help the boys at the front; you get the money back in wages or profits from expenditures here; you get 5½% interest and you get the principal back.

Victory Bonds can be bought on the instalment plan. Many firms are arranging with their employees to pay for the bonds, taking so much a week out of their pay envelopes. And some patriotic companies are going so far as to promise to deliver the Bonds with all coupons attached, thus carrying the year's interest themselves.

WHAT CAN YOU DO FOR YOUR EMPLOYEES?

THIS SPACE DONATED BY

The Mount Royal Milling and Manufacturing Co.

D. W. ROSS CO'Y, AGENTS, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

"Yes, Madam, it's fresh.

It is sealed with the Anchor Cap."

WHEN you hand a customer a jar of jam or jelly or pickles sealed with an Anchor Cap you can be sure the contents are just as fresh as the day they were packed. This because, being absolutely air and liquid-tight, the Anchor Cap allows the product to retain its flavor and purity.

AND, besides, the attractive appearance of this reliable seal always keeps a stock moving rapidly and prevents loss through spilling, leaking or other forms of spoilation.

See that the Anchor Cap is on your next stock of jams, jellies, marmalades, etc. They'll sell better.

PACKERS. Wouldn't your product look better and sell more readily if you used the Anchor Cap? Let us demonstrate in your own factory.

Correspondence welcomed.

Anchor Cap & Closure Corporation of Canada, Limited

50 Dovercourt Road, TORONTO

Two Safe Investments

"McCASKEY" Safe Systems and Victory Bonds

McCaskey Systems Limited

245 Carlaw Ave., - Toronto

More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Bull Dog Cleaners will give you a firm grip on better profits

They are good, quick sellers—the 19 Bull Dog lines. And they bring worth while profits to the dealer pushing them.

Good grocers all over Canada are featuring "Bull Dog" Cleaners. Good housewives in every community are enthusiastic about Bull Dog dependability.

Do your customers know how good these lines are? Are you aware of the great profit-making possibilities of "Bull Dog" Cleaners? Get acquainted.

Manufactured by

The John B. Paine Co., Ltd.

Toronto and Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

A 10 cent can for 5 cents

Babbitt's Cleanser gives your customer double money-value and splendid satisfaction. Are you stocked?

WM. H. DUNN, LTD. *General Representatives for Canada*
MONTREAL

Dunn-Hortop, Limited, Special Agents, Toronto

The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

You Can't Tell The Difference

between a cake made with fresh eggs and a cake made with

"POPULAIRE'S" EGG POWDER

A package containing the equivalent of one dozen eggs retails at 10c, larger sizes cheaper in proportion. We guarantee the product to be absolutely pure and to give perfect results.

For cakes, puddings, etc., it is quite equal to eggs and has the advantage that it will remain fresh for any length of time.

Write us for Particulars and Prices

THE IMPERIAL COMPANY, Reg'd
26 Demers Street, 645 St. Valier Street, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

It's Canadian made. So push it!

The Cowan Co. Limited, Toronto

B-26

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

BUY VICTORY BONDS Yourself

THEN

Explain to Your Customers that Canada's Prosperity Depends Upon Everyone Buying

VICTORY BONDS

This Space contributed by

Church & Dwight, Ltd.

Manufacturers
MONTREAL, QUE.

A Good Business Maxim

"Push the lines your *most active* opposition does not sell."

As regards tea, your *most active* opposition is the *pedlar*. He sells bulk tea. He does not sell and cannot get Red Rose Tea.

Why not push Red Rose and sell *all* your customers tea.

Worth While!

Liquid Veneer is a worth-while article to handle, a worth-while article for you to push. You can make 62% on your investment; this steady, ready seller earns this nice, safe profit for you quickly and easily. Just give it a start. We have some high-class advertising material that will help you. It's free for the asking.

BUFFALO SPECIALTY CO.

Buffalo, N.Y Bridgeburg, Ont., Canada

Your Window

is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

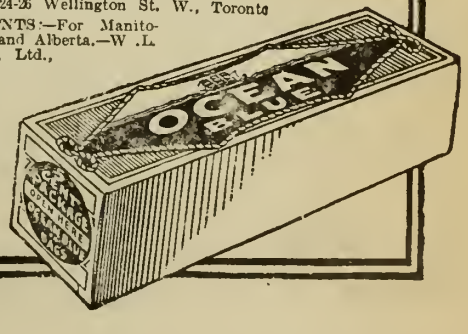
OCEAN BLUE

Order from your Wholesaler.

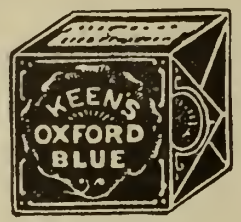
HARGREAVES (CANADA) LIMITED

The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg. Regina. Saskatoon Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



KEEN'S OXFORD BLUE



Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

When you sell Royal Acadia Sugar

you are selling a sweetening medium without equal —a high grade Pure Cane Sugar that will meet the requirements of your most particular patron.

Royal Acadia is in good demand in every community. And every sale pays a good profit.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, NOVEMBER 16, 1917 No. 46

Mr. Hanna's Charge Disproved

Ninety Per Cent. of Merchants Handle Foods in Bulk—The Proof Stated—An Almost Unanimous Opposition to the Order-in-Council.

ABOUT two weeks ago the Food Controller, in meeting with the members of the manufacturing wholesale and retail trades, made the statement that retail dealers generally did not handle in bulk such goods as Graham flour, cornmeal, whole wheat, rolled oats and rice. Despite the earnest protests of a goodly number of those present at that meeting that they and (judging from their own experience) most other merchants did carry these lines in bulk, Mr. Hanna remained unconvinced, and ensconcing himself behind the solid bulwarks of the opinions of some women's clubs, he refused to be convinced, and merely stated that the evidence he had proved the contrary.

Mr. Hanna had the advantage of those present, in that he had been collecting evidence in proof of his contentions, evidence that he stated made a pile a couple of feet above the floor. This evidence was not produced, it was merely used as an irrefutable argument against those who had not had the opportunity of considering it or of collecting evidence for themselves.

Since that time CANADIAN GROCER, as far as the limits of time permitted, has done a little investigation on its own account.

What are the results? Are Mr. Hanna's contentions proved? Is it a fact that the average grocer cannot be depended on to meet the needs of the customer who comes to him asking for goods in bulk?

The Facts in the Case

Here are the facts. Out of a hundred replies the following percentages for those who actually do handle these goods in bulk prevail:

Flour 90 per cent.: Graham flour 90 per cent.; cornmeal 100 per cent.; whole wheat 69 per cent.; rolled oats 99 per cent.; rice 100 per cent.

In five out of the six items mentioned by Mr. Hanna, an almost complete denial is given to his statement. In only one instance is there any great decline from these figures, and in this instance, there is the constant statement that there is no demand for the product.

An interesting feature of this record is that considerably over 90 per cent. of these merchants, merchants who were actually stocking continually these bulk goods, were opposed to the terms of the order in council and thought that it would work a hardship to the trade and be a backward step in business. From the far North, where the Indian trapper demands the packaged goods because it can be more readily carried in his canoe, to the far West where the farmer demands the package goods because of their better keeping qualities, to the far East and all between, where the general consensus of opinion has decided that this is the most cleanly, most sanitary, most satisfactory and least wasteful method, there is an almost unbroken chorus in favor of packaged goods. In the hundred replies noted above there are representatives from practically every province from the large cities and from the cross roads store. It is not a picked list. These records are open for any one to see. The evidence in the case is sound, and CANADIAN GROCER makes no doubt that, given time, it would be possible to match Mr. Hanna's pile of evidence, pile for pile, and then overtop it in a vast array of evidence to prove that the public actually are behind this advocating of package goods; that it has not sprung from the activity of the manufacturer, but from the demand of the consumer.

During the past weeks, CANADIAN GROCER has quoted some opinions from the more immediate neighborhood, this week opinions are quoted from farther afield, showing that the opinion is still unchanged, that the merchants of the far East and far West are equally of a mind on the advantages of the closed package. Here are a few opinions from a variety of sources:

H. B. Urquhart, the manager of F. W. Smith, Weyburn, Sask., writes, "We find that in many cases our trade prefers bulk goods except corn flakes and shredded wheat, etc. The new regulation will mean that we will discontinue the sale of such goods as cannot be sold profitably in bulk."

Hughes and Butler, Regina, Sask., are anything but enthusiastic: "It will make more work for the store, and we don't think it will give as much satisfaction to the customers. Unquestionably the customers of this store appear to favor the package goods. The sales of these goods in packages are just twice as large as the sales in bulk."

Willing to Give the Order a Chance

F. T. Marks, Elbow, Sask., urges that, "As the Food Controller is trying to meet conditions arising out of war conditions, no doubt an effort to conserve our cereals will serve a useful purpose. I am of the opinion considering the price of paper, that mills can put up oats, cornmeal, granules, Graham flour etc., cheaper than the grocer. I am willing to try it out."

J. W. Hanley, the McLean Grocery, Moosejaw, Sask., finds in the packages

THE PACKAGE EMBARGO COMMITTEE

Special to Canadian Grocer by wire.

The committee to consider the cases of those firms asking license under the terms of the Order-in-Council consists of Professor Harcourt, Ontario Agricultural College; P. B. Tustin, Chief of the Food and Dairy Division, Winnipeg, and W. S. Lecky of the War Purchasing Committee, Ottawa.

Some time ago the Food Controller promised to appoint a committee to deal with the cases where the imposition of the terms of the Order-in-Council would impose a great hardship. He promised at that time that license would be granted to those firms who could produce evidence to show that their present form of manufacture and handling did not add anything to the cost of the bulk goods. This Committee is a result of this promise.

There have been a number of changes in the date of operation of the Package Goods Order-in-Council. Lest there should be any misunderstanding in the minds of the retailer it might be well to state that the date on which the terms of the Order-in-Council become binding on the merchant is January 31 for the retailer and December 31 for the wholesaler.

a protection against dishonesty: "The order would provide a great opportunity for adulteration. In packages the manufacturer cannot substitute, because the consumers will not repeat on their line. So they are compelled by circumstances to be honest."

Would Increase Prices

"Should this regulation come into force." writes Wm. Jacques, 20th St., Saskatoon, "my opinion is that the dealer must have more bin accommodation, and also more help in handling goods in bulk. This coupled with the extra wastage and shrinkage must consequently raise the price."

A. Gunning of Montreal St., Sherbrooke, Que., is very emphatic in his opinion. "It is out of the question," he states, "to think of doing away with package goods."

Henry Chamberlin, Magog, Que., writes, "My customers state that it will be a great inconvenience to be compelled to buy in bulk."

"I think that cereals should be obtainable both ways" states A. E. Hurd, Ayers Cliff, Que. "Since I expect that the cereal mills have a large stock of cartons on hand, there would be little increase in cost to the consumer. Owing to the fact that paper bags and paper and twine have increased very heavily in cost, and to the fact that cereals take a pretty large bag there would be very little saving for these bags would average about as much to the small dealer as would the cartons to the manufacturer, because of the larger quantities that he is able to buy."

J. O. Dorrigan, Magog, Que., writes: "In my opinion the package goods embargo will not reduce the cost of goods to the consumer, and will drive many cereals off the market.

Package Goods Can Be Sold at Narrower Margin

Package goods are easier to handle, more sanitary, show no waste and can be handled at a narrower margin of profit than other lines.

J. A. McLaughlin, Cowansville, Que., is of the opinion that rolled oats, corn meal and similar goods can best be handled in bulk, but that corn flakes, grape nuts, corn starch and corn syrup could not possibly be handled in this way.

Suggests Control of Credits

A. Grovetti, Sherbrooke, Que., is of the opinion that, "It will cause a lot of inconvenience where grocers have a lot of phone orders to put up. As it will be necessary to weigh out these orders and find bags and string, I don't just see where the saving will come in.

"I think if the Food Controller wants to conserve food during war time he should pass an act making it a criminal offence for a person to obtain credit without the ability or wish to pay; or else stop all grocers giving credit to the public. We find that people who pay cash don't buy nearly as many unnecessary things as people who want credit."

M. Hastey, Kazabazua, Que., does not think that the new move will be satisfactory. "There are some women," he states, "who will not buy in bulk. The system is also unsanitary and it is next to impossible to handle some of the lines in bulk."

Leavitt and Chadsey, Ayer's Cliff, Que., are of the opinion that both package and bulk goods should be used. "The package," they urge, "Is the much more sanitary, and some customers refuse to buy in bulk."

From the store of The Two Barkers, St. John, N.B., comes the opinion that outside of rolled oats, very few cereals enumerated would sell freely in bulk, while many of the package cereals simply could not be sold in that form.

Watson and True, Woodstock, N.B., state that in their opinion there are many lines of cereals that could not be sold in bulk, they also think that there would be no saving. "There would be more waste," they state, "in the store than in the mill."

"In abnormal times such as these, any effort to reduce cost to the consumer ought to meet with our support," states M. E. Grass, St. John, N.B. "The cost of many breakfast foods is too high, on the other hand shredded wheat and corn flakes could not be sold by the pound and reach the consumer in decent condition."

Set the Grocery Trade Back 25 Years

P. R. Richard, Moncton, N.B., states emphatically "I think this order will drive certain lines off the market, and set the grocery trade back to a condition it was in 25 years ago."

John Dewar and Sons, St. George, N.B., who have been in business since 1861, think that the new order of things "will do little good."

J. R. D. White, Aroostook, N.B., is of the opinion that cereals can be handled at less expense and in a more sanitary way in packages than in bulk."

Geo. Stables, Newcastle, N.B., states: "We are great believers in bulk goods, but we do not believe that we could handle corn flakes or shredded wheat in bulk."

Howard L. Douglas, Stanley, N.B., writes: "It would affect us very little outside of corn flakes, puffed rice, etc."

Forsyth, Jr., Dartmouth, N.S., thinks that the idea is a good one if the proper care were taken to see that the goods already put up in packages were permitted to be sold. "It is difficult to see where there would be any saving if it is necessary to destroy containers at present filled with cereals in order to sell them in bulk."

"I think that Mr. Hanna is wrong in his contention that merchants do not handle goods in bulk." writes G. Milligan of Halifax, N.S. "I handle both package and bulk and the only difference is that the package goods seem to be cleaner than the loose. It does not hinder the customer from buying loose cereals."

A. N. Mack, Mill Village, N.S. writes: "We should be allowed to sell both ways as at present. I sell mostly bulk goods from fall to spring, but during the warm weather try to sell the packages as there is no loss from insects. Every season we have to feed a quantity of bulk goods damaged by weevils."

R. W. Ferrier, Kenora, Ont., after pointing out the difficulty of handling some lines of goods in bulk, gives it as his opinion that the customer should have the privilege of buying goods as they prefer them.

Campbell and Gibbon, Port Arthur, do not think that the change would affect the retailer much, but they think it would mean the elimination of some manufacturers.

Stanley's Cash Stores, Winnipeg, write as follows: "We think the new regulation unreasonable as the public has at present the option of buying cereals in bulk if they so desire it."

E. Wright, Kerrobert, Sask., writes: "If the order is designed to kill the sale of corn flakes and the like it is O.K., but if such articles are to be sold in bulk it will not work."

W. Hanna and Company, Port Carling, Ont. Despite the similarity in name, Mr. Hanna does not see eye to eye with the food controller, "I do not think it will work at all in many cases," he stated. "Many breakfast foods could not be handled in bulk, nor would the public buy them in that form. People can buy all goods in bulk now that can be handled that way, if they want them, but the most of them demand the packages."

B. Thompson, Simcoe, Ont., writes: "I find most customers, farmers included, prefer package goods. They are usually a better grade of goods and kept fresher. Personally if I had to sell in bulk exclusively, I would have to have different space and more help."

A Champion of Bulk Goods

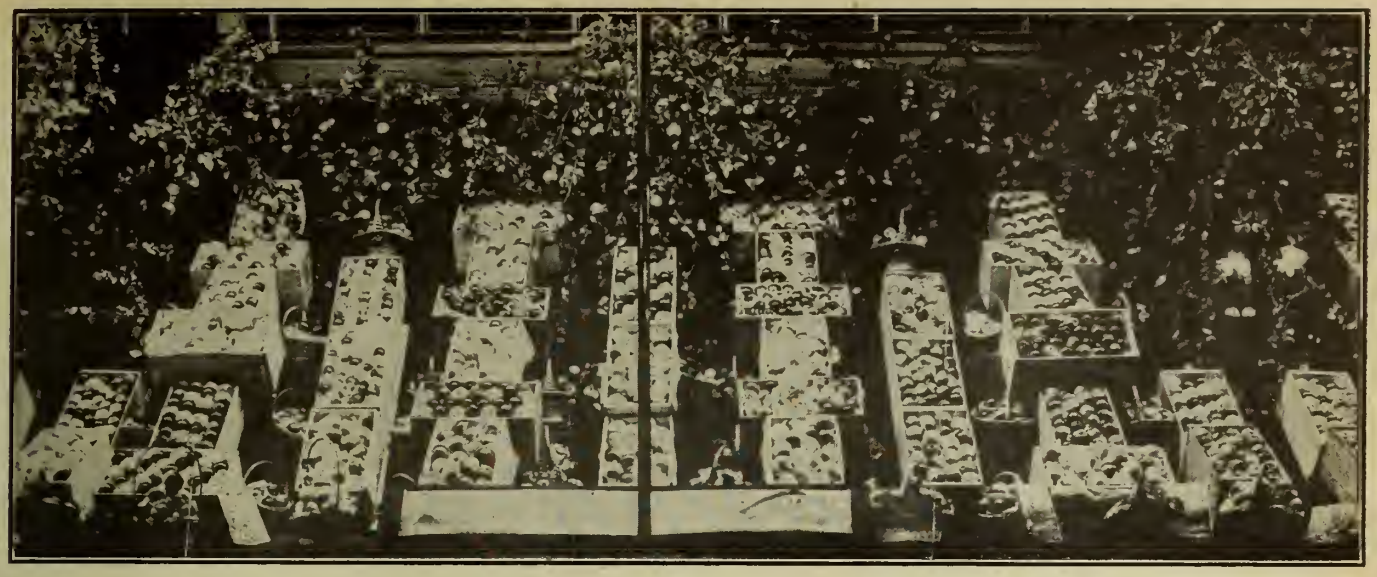
J. A. Cook takes the other side of the question in quite a vigorous manner. "My opinion," he states, "is that the people will be better served in bulk goods because they have been charged too much for the packages, and the merchant will have a better profit. If the manufacturer had given the merchant a square deal, they might have saved a good deal of this difficulty."

In Sidney Smith and Company, Clifford, Ont., Mr. Hanna's moves finds another advocate, "Bulk is the most satisfactory way to handle cereal foods." They write, "Our customers get value for their money."

H. A. Thomson, of Thomas W. Thomson and Son, Ignace, Ont., writes: "I cannot see where the saving will come in. Few country stores, or stores anywhere for that matter, are equipped to handle goods in large bulk."

J. A. Burwash, Jarvis, Ont., says: "There are many lines of cereals that it would be absolutely impossible to handle in bulk."

"Mr. Hanna certainly knows nothing about the matter when he says that cereals are not sold generally in bulk," is the word received from the Porter S. White Co., Peterborough, Ont. "Our customers do not want 20 pounds of cereals at one time."



An effective use of boxed apples makes a forceful selling appeal.

Jas. H. Stewart, Stratford, Ont., agrees with Mr. Hanna that flour should not be put up by the millers in less than 24 pound bags. The smaller quantities could be weighed out of the 98 pound bags. "We handle all the goods referred to in bulk."

McQuakers, Ltd., Owen Sound, Ont., think that the move might be all right in flour and rolled oats, but that it is an impossibility in the case of many breakfast cereals.

D. A. McKenzie, Souris, Man., is of the opinion that the consumer will not get his supplies any cheaper by reason of the order.

Wanted! a Specialist on the Job

From the Sherbrooke Grocery, Winnipeg, comes the following opinion: "If this order comes into effect we will need more help. We will have to charge more for the goods than now, because of this and because of the paper bags, wastage, etc. What's the matter with Sir Robert Borden? Does he go to a blacksmith when he is sick? Why then cannot we have someone who knows something about handling food on this job?" This correspondent notes that while they carry all the lines of cereals in bulk that are usually sold that way, yet their sales in packages amounts to 99 per cent. of the total sales of these goods.

W. D. Richie, Little Current, Manitoulin Island, inclines to favor bulk goods as a means of reducing the cost of living. At the same time they point out that in their business, with Indians and campers and settlers, it is almost always the package goods that are called for because of their ease in handling in boats.

A. B. Ward, Brandon, Manitoba, states "We think that Mr. Hanna is not very well posted in regard to the selling and buying of these different articles affected by the embargo. We certainly know that these breakfast foods put up in small packages are more profitable to the smaller purchaser. We would certainly advise the cartons every time."

C. A. Farmer and Son, Perth, Ont., state: "We certainly are very much opposed to the new order. Perth dealers as far as we know all handle uncooked cereals in bulk. The customer always has a choice. It is crazy to think of selling lines like corn flakes in bulk. We are very sorry that the Food Controller has again hit the grocery business. Further than that, the fact that such freakish orders are issued makes it a risk to order supplies to take care of trade as judged by other years' needs. A new order may leave this stuff on your back shelves. Where will he hit next, corn syrup in pails, honey in jars, pickles in bottles, cocoa in tins? Supplies for winter must be bought now. Truly the grocery business to-day is some game."

Drastic Regulation of Packing Industry

Margin of Profit Permitted Would Approximately Cut This Year's Profits in Half—It is Urged That This Will Mean a Blow to the Industry and to Canadian Trade.

ON Tuesday afternoon official announcement was made of the restrictions on profits that would be imposed on the different packing companies. The regulations are on the face of them severe. The packer is to be permitted to retain a profit up to 7 per cent. on capital. On any profit over this amount and up to 15 per cent. of the capital he may retain half, the balance going to the Government, while everything over and above the 15 per cent. becomes the property of the Government.

The actual terms of the regulation are as follows:

"1. No packer shall be entitled to a profit of more than 2 per cent. of his total annual turnover—that is, his total sales during any one year.

"2. If the 2 per cent. on annual turnover exceeds 7 per cent. on the actual capital invested in the business the profits shall be further restricted as follows:

"(a) Up to 7 per cent. on capital the packer may retain the profits.

"(b) If the profits exceed 7 per cent. and do not exceed 15 per cent., one-half of the profits in excess of 7 per cent. shall belong to the packer and one-half to the Government.

"(c) All profits in excess of 15 per cent. shall belong to the Government.

"Suitable regulations shall be made to insure the carrying out of this policy."

The above is the fulfilment of a plan which has been in course of preparation for some time, and announced at Winnipeg on the 22nd of October.

C. S. Blackwell, of the Matthews-Blackwell Co., Toronto, when spoken to just previous to announcement of this regulation, stated that such terms had been under contemplation, but that they would not be considered satisfactory to the packer. Similar terms had been discussed in the United States, but had been strongly opposed by the packing interests there. Were they permitted to make a 3 per cent. net they would consider it a very fair and satisfactory arrangement. This was, he thought, the arrangement that would probably be reached in the United States.

Mr. Blackwell pointed out that no inducement was given for an aggressive business policy. It was not reasonable to ask producers to assume all risks of changing market conditions and deterioration of products, and to refuse them any profit for their labor. The result would unquestionably tend to a slowing up of the industry in Canada; that was, he thought, a natural result, and the advantages that had been gained in the world's markets, that were of great im

(Continued on page 48.)

"HOW TO MEASURE THE VALUE OF TURNOVER"

(Third Address by Frank Stockdale.)

THE third address by Mr. Frank Stockdale, on retail merchandising problems dealt with the subject "How to Measure the Value of Turnover." The importance of the merchant having a detailed knowledge of profits was emphasized in connection with turnover, which was defined as distinct from volume. An illustration of the method of figuring turnover was given, emphasizing the importance of basing all percentages on the sale.

"The merchandising game is based on the figuring of profits," said Mr. Stockdale, "that is its foundation and whether you are an advertising man, salesman, buyer, department manager, decorator, bookkeeper, or whatever part of the merchandising plan you fit into, the effect and value and result of your effort depends upon a knowledge of profits, and when we look over the wide merchandising field and see the large number who have not yet got a firm grip upon the matter of profits we must certainly be convinced that it is no easy job. We are pioneering and there is a great opportunity for knowledge along this line."

"As we go into our merchandising establishments and study the subject, we realize that a great deal depends upon how a man does a thing. Profit is the thing that determines how you are going to merchandise. The thing to consider is 'Am I getting under my load or is my load dragging me down?'

"Another thing to consider in regard to profits is to adopt methods instead of principles, and the thing we want to watch in studying merchandising problems is that we don't throw the principle away.

"The principle of handling percentages and the principle of *applying specific facts to specific things instead of applying general facts to specific things* are the ones to study. Every last percentage should be based on the same thing because we want percentages for the sake of comparison.

"All percentages should be based on the sales, and the average man who tries to get percentages of expense on the cost of goods sold gets tangled up. It takes a firm big enough to keep an expert accountant on the job to keep things straight."

To illustrate the point Mr. Stockdale drew a large circle which represented the sale and marked out percentages for margin, cost of merchandise and net profit. On this basis Mr. Stockdale stated that any percentage quoted would be a percentage of the circle and there was no likelihood of becoming tangled up because it would be based on the sale.

"The two highest retail authorities in the United States and hundreds of merchants recognize this method," added Mr. Stockdale.

"Nine out of ten merchants with whom I have come in contact, who mix their percentages, never have percentages that tell them very much. If percentage is 'a sign of relationship' you must keep the relationship based on some one thing. When you change your base of percentage you have changed the whole thing and you are going to get tangled up somewhere."

At this point Mr. Stockdale emphasized that turnover was distinct from volume. "Volume answers the question, 'How much do I sell?' Turnover does not answer that question at all as I am using the term. Turnover answers the question, 'How long does merchandise stay in my store?' That is a fundamental point to be kept in mind."

Mr. Stockdale proceeded to illustrate the method of figuring turnover on the basis of securing the facts and figuring it out from them. A problem was worked out, taking an inventoried stock on Feb. 1 as worth $2,000. Sales for the year preceding were $6,000. The margin was taken as 33 1-3 per cent., which made the cost of merchandising equal to 66 2-3 per cent. of selling price which in turn is equal to $2,000, that is, the goods are worth at selling price, $3,000. Dividing the worth of stock at the selling price into the selling value it was evident that the stock turned twice during the year.

Referring to this method of working the problem Mr. Stockdale pointed out that it was necessary to know at certain periods of the year how much stock was on hand in order to strike an average which is required in working the problem of the number of turns. On this basis the above method of working the problem is incorrect owing to the fact that the average for the previous year was worked into the figures for this year. Mr. Stockdale emphasized that the closer the average figures ran per month or week of the present year the more accurate would be the result indicating the number of turns of stock per year.

"The usual method is to estimate as closely as possible what the stock is at the end of each month during the year. These figures added and divided by twelve give the average stock carried through the year. If the merchant has $2,000 at inventory time the chances are he has from $2,500 to $3,000 worth throughout the year," said Mr. Stockdale.

"The average merchant gets only half as many turns as he thinks he gets."

Referring back to the correct method of doing the foregoing problem Mr. Stockdale indicated that the sales at cost were $2,000 while the average stock carried was probably about $3,000, which works out to 1 1/3 turns of stock per year.

TO DISCOVER TURNOVER

A rule was given for figuring turnover, as follows: *"Divide the year's sales at cost by the average stock carried."*

"In measuring the value of turnover we want to realize that turnover affects only one kind of expense directly. The two kinds of expense are (1) *Time or carrying expense and* (2) *Labor or selling expense.* The total expenses of the store are divided into time and labor expenses. Time expense is expense that is

directly affected depending upon the length of time the merchandise stays. Labor expense is expense that goes up and down, depending upon the amount of labor necessary to sell the merchandise. We carry merchandise and we sell merchandise, the operations are separate and should be made distinct."

Proceeding to outline some of the expenses in a store in their proper category as expenses, Mr. Stockdale referred the audience to the following list. Under the heading of Labor or Selling Expenses he included: Clerks' salary, owner's salary, advertising, delivery, bad debts and part of general expenses. Under the heading of Time or Carrying Expenses he included: Rent, insurance, taxes, heat and light, interest on investment, depreciation and part of general expenses.

"It is obvious that these expenses go up and down depending upon how long the merchandise stays," said Mr. Stockdale. "Some lines turn much faster than others and so this difference in turnover exists in every store."

Applying the expense percentages outlined above to an actual case, Mr. Stockdale illustrated a store in which the expense of doing business was $1,460 and the yearly sales were $6,000. This was on the basis of two turns per year. On the basis of $6,000 total sales he worked out the following expenses, on the basis of average percentages found to exist in business:—

Clerk's salary	$ 366
Advertising	156
Owner's salary	180
Rent (at 3 per cent.)	360
Heat and light	60
Insurance and taxes	144
Delivery	36
Bad debts	24
Interest	360
General expenses	162
Depreciation on stock and fixtures	198
	$2,046

Illustrating the difference in these expenses where less stock was carried and yearly sales were the same, Mr. Stockdale continued as follows:—

RELATION OF EXPENSE TO TURNOVER

"Suppose I put in as much stock in this department as will last a year and I get one turn. The average stock carried is the average sales for the year. Instead I carry only half as much and get the same sales, therefore I am using only half as much space. Expenses of lighting, rent, insurance and taxes are only half the above figures and in the latter two cases only their share of expense is borne."

Following out the method defined of securing the cost of doing business, Mr. Stockdale divided the $2,046 expenses by the $6,000 total sales which indicated 34 1/10 per cent. "It is evident the goods in that store have to bear a high profit," said Mr. Stockdale.

"If I carry as much stock on an average as I sell in the year, my interest is 6 per cent., therefore my interest charge in expenses would be 6 per cent. In regard to general expenses, if I turn over my stock twice a year in one case and only once in the second case, that stock must bear its proportion of telephone, etc., expenses for a year where it only turned once and for six months where it turned twice. The same thing applies to sweeping and taking care of the store, therefore we will have to double some general expenses."

Mr. Stockdale defined general expenses as "the place where all expenses are put that the merchant does not know what else to do with."

Referring to the matter of rent, Mr. Stockdale pointed out that if the rent was $360 on the space where $6,000 worth of merchandise was sold which turned once a year, the rent on some other department selling an equal amount of merchandise which turned a different number of times would be on the same basis. Thus if the stock turned eight times the yearly rent would be $45 on the basis aforementioned.

Making a comparison of the cost of doing business as between specialty stores, Mr. Stockdale stated that in the jewelry store stock turned on an average of about once a year and that the expense of doing business was in the neighborhood of 34 per cent. Compared with this he cited the case of the grocery store which turned its stock eight or ten times and had an "expense of doing business" of about 18 per cent.

"If you take the store facts as we have worked them out," said Mr. Stockdale, "you will find fact after fact that will prove that what we have done is sound to the core. There is only one reason why it costs more to sell goods in the jewelry store than in the grocery store and that is the dull seasons with their large selling expenses. Turnover is not the whole thing in business, but it affects all these time and carrying expenses."

"I was in a dry goods store where about two-thirds of the merchandise sold was sold during the months of October and November, but they could not turn off their help during the other seasons. That is a similar condition to the one found in the jewelry store. At holiday time the jewelry store is at the high peak and that means extra selling expense. The whole matter is a question of the 'peaks in business.' People eat every day, hence the continuous turnover in the grocery store."

PUSHING THE LINES THAT SHOW PROFIT

Addressing the heads of departments in particular, Mr. Stockdale continued *"it means to you that when you have a line in your store that is bearing a real profit, that is the line for you to push, that is the line to buy and that is the place to put the effort that counts.* You want to co-operate with merchandise men in holding these stocks down to where they ought to be and the chances are that in doing that thing you are doing more for that store than if you would sell half the merchandise sold in the store, in your department. *Stocks have to be held down until there is a profit.*

TURNOVER MAY MEAN LIFE OR DEATH OF STORE

"We find stores turning stock seven times a year in competition with stores turning three times a year in the same line, and the three time stores are having to draw each year on the fund they have laid away in years gone by. As far as managers and buyers of departments are concerned there is a great opportunity to make money by holding stocks down. *I know you have to have variety to make sales, but you can get so much variety that no matter how many sales you make you don't make any profit.*"

Addressing the retail merchants in particular, Mr. Stockdale continued, "A man comes along selling merchandise which you have to sell for a certain

margin of profit. Perhaps it does not average up to what your marginal profit is. *You say you would lose money every time you sell it, but the chances are if that article has been on the market for any length of time and merchants are distributing it widely, the ease of selling will bring down the cost of doing business so that you would have a profit.* I am not advising you to take everything that comes along. You want to judge between men that bring along the right proposition and the wrong proposition. Judge not only between advertised and unadvertised lines, but judge between advertised lines and other advertised lines because there are advertised lines and advertised lines. You see a man getting along fast every once in a while, and the reason very probably is that *that man is keen enough to know what to push and what to sell, and he is keen enough to let the other fellow take the big sales on certain lines while he takes the sales on the lines that show the real profit.* I feel very keenly the fact that one merchant can out-general the other because he lets one fellow sell the goods that make the profit. When real profit gets down to 3 per cent. it does not take much to make a difference between a merchant and storekeeper."

During the discussion which followed, the question was asked as to what depreciation consisted of. Mr. Stockdale in answering divided depreciation into two general divisions, depreciation on fixtures and stock. Referring to the dry goods trade he pointed out that loss through soiled edges of cloth, ends, etc., was depreciation and not markdown.

Answering another query Mr. Stockdale stated that the U.S. authorities quoted in regard to the matter of "basing all percentages on the sale," were Paul H. Nystrom of the U. S. Rubber Company, recognized as one of the leading retail investigators, and W. Salmons of the staff of *System*.

* * *

Answering a question in regard to the providing for a definite percentage of markdown when it was a condition of the future, Mr. Stockdale replied that the only way of judging the future was to judge the past. "Everything is uncertain when you project into the future," said he.

* * *

"Sometimes you receive goods in much more favorable condition than at other times. You might not have markdowns this year the same as last," was the statement of one merchant in the audience.

To this Mr. Stockdale replied that merchants would have to take into consideration past experiences in regard to markdown.

* * *

"Should markdown be classed as part of expense?" was next asked.

Mr. Stockdale replied that this was immaterial for the reason that markdown applies only to a limited number of articles in most stores.

* * *

"Don't markdowns affect the percentage of gross profit?" was asked.

"They do," said Mr. Stockdale, adding that where merchants have found it necessary to mark down goods by a certain percentage, that same percentage should be added before computing the net profit.

"If you don't take into account your percentage of markdown you are going to get left," added Mr. Stockdale.

* * *

Another query from the audience was as to whether the warning to "keep stock down" applied to present or normal conditions. Mr. Stockdale replied that it applied to normal conditions and also to abnormal conditions when the market is found to be going down.

* * *

"Why don't markdowns come under depreciation?" was asked.

"The only reason for keeping them separate is so as not to lose sight of them in the shuffle," replied Mr. Stockdale.

Referring to the grocery business in this connection he pointed out that if there was any particular waste in the store it should be put in a separate account in order to distinguish things. At this point a grocery merchant injected a little humor into the situation by asking why the merchant should keep groceries until they were classed as waste.

Dealing further with the subject of markdowns and depreciation and their relation, Mr. Stockdale pointed out that if there was no considerable amount of markdown it might be classed as depreciation, but if a large amount it should be kept separate so that it would always be before the merchant. He added that there was practically no depreciation on stock which turned over eight times a year.

* * *

"Does the rule applying to turnover apply to long-time sales?" was asked.

"Be careful when you talk of turnover to distinguish between capital and stock turnover," said Mr. Stockdale, adding, "a man's capital turnover is undoubtedly slowed down by long-time sales."

* * *

"Are there any recognized margins of profit in the U. S. Courts?"

"No," was the answer.

* * *

"Do you advise getting rid of lines of goods which do not show profit even if they have advertising value in the store?"

Mr. Stockdale replied that it would depend upon what it was costing him, and added that he knew of stores that kept lines for their advertising value alone.

"Could these lines be placed on a paying basis?" was asked.

"There is no line that cannot be made to pay if conditions are right," replied Mr. Stockdale.

Returning to the question of departmentalizing the store the question was asked as to whether it would be advisable to get rid of that section of the store whose departments merely "broke even" and to maintain only that portion of the store which showed a profit.

Mr. Stockdale replied that it would not be advisable. "I would first endeavor to put those departments on a paying basis and then if all efforts did not avail I would cut them out unless certain lines were absolutely necessary as an advertising affair."

A Christmas display window that makes effective use of more or less staple lines of goods.

Lake Erie Fish Will Meet Demands

Shipments Increase Supply Available From Other Sources — Steps to Control Export to United States Markets.

For the first time since the Ontario Government's scheme of fish distribution has been inaugurated the supply of fish has come near to equalling the demand. Since the early weeks in September, when the first fish shipments commenced to arrive in Toronto and other Ontario points, the great cry has been for increased quantities of the fish of good quality and at cheap prices to relieve the constant diet of other meats. It was early seen by the authorities that the supply from Lakes Nepigon and Nipissing would not satisfy the Ontario demand and so steps were taken to exert a certain amount of control over the fish caught in international waters. Operations were extended to Lake Erie ports and with large catches of Jumbo herring and other varieties at points near Port Stanley and Port Dover, shipments of fish to Ontario points have been greatly increased. It is thought by the Ontario Government officials of the Game and Fisheries Department that the scheme will meet with more general approval when it reaches the extent where difficulties of being unable to guarantee a supply are eliminated.

In one day recently, approximately ten tons of fish were handled by the Fish Distribution office, the supply including fish from Lake Erie, Georgian Bay, Lake Nepigon and Lake Nipissing. There are still a few places throughout the Province that are not securing all the fish they can handle, but if deliveries keep up there will in the future be little delay in filling orders.

The fame of the Ontario Government's practical effort to ease the high cost of living strain is travelling far. Recently the Ontario office received a communication from the Saskatchewan Grain Growers' Association offering to take a large supply of Lake Superior "Government Fish" if it was available. Such outside requests as these are kept on file by the Ontario authorities, but no attempt will be made to meet them until the demands of the provincial municipalities have been adequately looked after.

Much of the best class of fish from Lake Erie continues to find its way to United States markets, but it is expected the Dominion Government will soon take steps along this line. It is necessary that practically all the fish caught in Ontario's inland waters and international waters be used in the fish distribution scheme in order to meet demands, and it is expected that fishermen will soon be denied the privilege of selling to United States markets at higher prices than the Canadian market offers. Recently representatives of New York firms have been busy at many of the larger fishing points on Lake Erie, and, by offering the fishermen double the former prices, are securing tons of the finest fish which are immediately rushed across the border. The matter will shortly be taken up at Ottawa and an effort made to stop the export.

RENEWAL OF FRENCH EMBARGO ON PRESERVED FRUITS

Information has been received from the American consul-general at Paris that the permission to export canned and preserved fruits to the United States and other allied countries in derogation of the embargo has been withdrawn by a Ministerial order. Special licenses will now be required for the exportation of such fruits to any country.

GRENOBLE WALNUT CROP

Reports from Grenoble, France, indicate that the Grenoble district will produce in 1917 a medium crop of walnuts of good quality, though the yield has been slightly reduced by local storms.

SHOULD BE NO RISE IN SUGAR PRICES

Dealers who have advanced the price of sugar to their customers during the past month are taking an improper advantage of the present temporary shortage and exacting an unfair profit. Such is the effect of a statement issued by the Food Controller. Mr. Hanna added that there was no excuse for retail prices today being higher than they were a month or six weeks ago. He pointed out that for the month of September the prices of sugar in all parts of Canada were between 10 and 11 cents per pound.

Labrador Salmon in Keen Demand

Canners Have Been Large Buyers—Preserving Fresh Fish—A Growing Demand Evidenced by Many Merchants Stocking Fish.

THERE is an ever-increasing demand over the country for fish, due, for the most part, to the very vigorous campaign of advertising being waged through the activity of the Fish Committee of the Food Controller's office. The demand just now is for all kinds of pickled and salt fish, and it is very evident that the high prices obtaining for meat, butter, cheese, etc., have had their effect in increasing a demand for this fine food, the qualities and food properties of which are being more generally recognized.

Fresh Fish Preserved

The consuming classes of our rural districts are turning their attention more to the preservation of fresh fish. This is a sensible movement, and will have a very beneficial result if cultivated generally.

This year there is a very large catch of codfish. The demand is such that among the dealers very small stocks are left for distribution, and as a consequence prices are very firm on all kinds of codfish products. In like manner, there has been an active demand for Labrador salmon, pickled turbot, pickled Labrador herring. Particularly has the demand been large for Labrador salmon, as this has been called upon to help in meeting the shortage occasioned by the small catch on the Pacific Coast. The canners have been large buyers themselves.

Good deliveries are being made of haddock and codfish, and the outlook for future supplies is very good. There is an active demand for smoked fish, such as haddies and fillets, as well as for bloaters and kippered herring.

Oyster Trade Quiet

The demand for bulk and shell oysters is not so active as is usual at this season of the year. There are large quantities in stock in commission warehouses, but few sales are being made. Lobsters, prawns and shrimps are to be had in limited quantities and are selling well.

There is a growing tendency on the part of merchants to get into this business. Some have started in a small way, it is true, but it is a start, and it is safe to predict that once having inaugurated this business, there is every likelihood that they will go into it still more extensively in the future.

Some Merchants' Experiences

Appended herewith are some records of merchants who have developed this side of their business:

T. N. McGrath, Tusket, Nova Scotia, handles dried and salted fish in connection with the grocery end of his business. He has not found this department an exceptionally lucrative one.

McDonald & McDonald, New Waterford, N.S., on the other hand, have always handled both fresh and frozen fish, and have found it a large element in their business. Not only has it been a big item of trade in itself, but it has proved a very effective agent for drawing trade toward the grocery and meat departments of the store—trade that might well have been lost were it not for this influence. They state that no additional equipment has been necessary to handle this business. They protect themselves from loss by always keeping the fish well iced.

H. J. Plomondon, White Brook, N.B., states that he has not handled fish in the past. There are a number of logging camps in the vicinity, however, and he expects to add this line during the winter months as an extra service to these camps.

J. P. Tanguay, Portage Du Fort, Que., handles fish only during the winter months, and has found it a fairly profitable line.

The Dominion Paper Company Stores Department, Kingsley Falls, Quebec, have always been accustomed to handle fish; the only method of protection that they use is to keep it well iced, and they have found it a satisfactory item.

Anderson & Langstaffe, Kemptville, Ont., handle cured fish all the year round and frozen fish during the winter season. Their system is to buy the fish by the hundred-pound case and sell it frozen. In this way they are saved from any possibility of loss.

The Delia Trading Company, Delia, Alta., have added a line of fish to their general trade of late, and have found that the venture has been well repaid. It has not only been quite an element in the business itself, but has also been an effective way of attracting other customers. Ordering in small quantities is the way that they have protected themselves against loss.

The Jenkins Grocery, Calgary, Alta., state that they have not the proper facilities for handling fish all the year round. They have handled halibut and haddies in the winter time, however, and have found them a satisfactory item in the trade.

McKinnons, Ltd., Weyburn, Sask., state that they have always handled fresh and frozen fish. It is handled as a department of the meat end of the business. It has not as far as they have been able to see been a big item in their business. It is handled in small quantities packed in ice.

GROCERS NOT TO INCREASE SUGAR PRICES

Hon. W. J. Hanna, Food Controller for Canada, has issued a statement bearing upon the temporary shortage of sugar. He points out that the new crop will be on the market soon after the end of the year. In the meantime the public are urged to economize in the use of sugar, and to avoid hoarding, and dealers are warned against advancing prices to the consumer. Prices of raw sugar have been stabilized, so that higher prices for the refined product are unnecessary.

"There are two alternatives at the present moment for handling the temporary sugar situation," said the Food Controller. "One is to make a request of the dealers and the public, and the other is to put in force most drastic regulations.

"The latter course should not be necessary, because when the Canadian people understand the situation I feel they will, with very few exceptions, do everything they can to reduce their consumption of sugar until the new crop is available. It rests with the public of Canada as to which method will be adopted.

"The price of sugar from the refiners to the jobbers should not exceed what it is at present, as the prices for raw sugar have been stabilized in New York for some time past in spite of the shortage of stocks of raw sugar in Cuba."

OYSTERS FOR SUPPER

WANT to make hubby feel good? When he gets home these cool nights a nice hot oyster stew would be a pleasant change.

REAL economy, too. Takes the place of meat. If you don't like them stewed, try fried oysters, they are easily prepared and very palatable.

OYSTERS are at their best now. We sell only the quality kind, kept right and delivered in special oyster containers.

J. M. DAVIS, 20 Park Ave.

Phone M 2000 For Good Things to Eat

An oyster advertisement that the dealer can adapt to his own use.

Margarine Handicapped from Start

Dairy Interests Imposing Restrictions on Importation of Butter Substitute—No Extensive Manufacture Without Guarantee as to Duration.

MARGARINE will very soon come into general use in Canada despite endless attempts to hamper its importation and to render its quality and appearance such that it will have no preference over butter. The dairying interests acting through the Department of Agriculture have succeeded in having a number of restrictions imposed, one of which is that there must be no coloring matter used and that the margarine must be white in color resembling lard. In the United States, margarine has been permitted to be sold colored, on payment of an extra tax to the government. Some dealers have overcome the difficulty by selling a small phial of coloring with each pound of margarine. With this the housewife may do the coloring herself.

Canadian manufacturers do not intend going into the manufacture of margarine very extensively unless some assurance is given as to the length of time allowed them for manufacture.

C. S. Blackwell of Matthews-Blackwell, Toronto, stated to CANADIAN GROCER that his company would manufacture margarine, but would not commence operations on a large scale until they were assured whether or not the ban is only to be lifted during the period of the war. Of the three by-products used in margarine two are now present in sufficient quantities, namely, stearine and oleo oil. Cottonseed oil must be imported and it is possible that the duty on this product will be removed if proof can be made that its importation is in connection with the manufacture of margarine.

In the temporary absence of any guarantee as to how long the manufacture of margarine will be allowed in Canada, it is being imported from the United States in sufficient quantities to meet demands. It is significant however that Canada is exporting large quantities of beef fat for the making of margarine in the U. S. A number of the larger Canadian packing houses have agents in the United States testing and sending over samples and when all difficulties have been straightened out importations will commence.

Some of the larger retail firms in Canada are buying direct from United States firms. All importers must have the Government license which is sent direct from Ottawa. Some retailers are enthusiastic over the scheme and are preparing to handle large stocks.

In regard to the matter of price there seems to be some variation of opinion. The manager of one of Canada's largest packing houses states that margarine should sell to the retailer at from 30 to 38 cents a pound and no higher.

"We should get the 'top grade' product at 38 cents a pound," said he. "Some very good margarine is selling in the United States now for 30 cents."

This counteracts the opinion expressed by some to the effect that the Canadian demand and the increase in the price of fats would send margarine up until it would be almost as dear as butter.

Margarine will be sold in cardboard cartons as butter is sold and also in bulk. When it is colored to resemble butter that fact will be stated on the box or tub.

How About Baked Beans for Lunch?

THE children come home from school hungry as bears, and you want something that will satisfy yet not make a lot of work for you in the middle of the day.

BAKED beans are easily prepared and served, nutritious and appetizing and economical.

WE specially recommend ——— brand at 20c. Every tin can look the pure food inspector right in the eye.

J. M. DAVIS
20 Park Ave.

For Good Things to Eat
Phone M 2000

Another specimen advertisement for the merchant's assistance.

FISH POSSIBILITIES GREAT

Canadian Fisheries Association Celebrate National Fish Day—Conservation, Discoveries and Information Discussed

The Montreal branch of the Canadian Fisheries Association celebrated the anniversary of Canada's National Fish Day with a banquet at the Windsor Hotel, Montreal, on the evening of October 30. Mr. J. A. Paulhus, chairman of the Education and Publicity Committee of the Association, and one of its members, Mr. J. J. Harpell, were the chief speakers of the evening.

Mr. Paulhus in speaking of discoveries, conservation and information pointed to the reluctance of fishermen to explore new waters for fish and emphasized the necessity for discovery and research work. "At present it is impossible for us to determine accurately what is our wealth of fish in such waters as Hudson Bay, Baffin's Bay and the Canadian Laborador, and the same applies to the numerous lakes of all our Northern American territories," said Mr. Paulhus, who also pointed out a field for discovery in finding out more use for the fish that is already known and caught.

"Nothing will help the prosperity of our fisheries so much as the finding of proper channels to which to direct the wealth of our oceans, rivers and lakes," said Mr. Paulhus.

Turning to the question of conservation he pointed out that much fish life was lost in lakes, rivers and all inland waters through a lack of control. Mr. Paulhus pointed out the necessity for wise legislation and the granting of help to fish farming in connection with conservation.

In regard to the giving of information through the Association Mr. Paulhus divided the class of information required into two parts, Science and Economy.

"I believe that science is just starting to unveil some of the mysteries in which are wrapped the inhabitants and wonders of our oceans, lakes and rivers," said Mr. Paulhus, adding that science would help in preparing fish for consumption and also aid in a knowledge of the migration of fish, their habits, etc.

Mr. Harpell pointed out that all the important deep sea fishing grounds of the world were situated in the Northern Hemisphere and that the shoals of the North-east Atlantic were the most productive areas. These areas, he stated, produced fish annually to the value of $300,000,000. Of this $75 000 000 was said to represent the catch of British fishermen. The fishing grounds of second importance were off the coasts of Japan and China which after four thousand years of fishing are still producing an annual catch valued at about $100,000,000. The banks off the coast of Eastern Canada and Newfoundland were said to be third in importance, producing $45 000 000 worth of fish annually of which Canada takes about $15,000 000 worth. The fourth important fishing grounds were off the west coast of Canada and Alaska, which produced about $40 000 000 worth of fish annually of which Canada takes about $15,000 000 worth.

Mr. Harpell took the stand that the Canadian should realize that his country has the advantage of being located in the closest proximity to two of the four great deep sea-fishing grounds of the world. Another fact was that Canada's area of fresh water fisheries—220,000 square miles—is several times greater than those of any other country. The importance of Hudson Bay representing an inland body of salt water five times as large as all the Great Lakes was also touched on by Mr. Harpell as a valuable source for fish supplies.

"It takes years to produce a carload of beef, pork or mutton, and twelve months before a new crop of grain or vegetables can be grown, but it requires only a few days to catch a carload of fish off the shores of Canada and her inland waters," said Mr. Harpell.

Higher Prices or Less "Smokes"

Unprecedented Trade Exists in Tobacco Industry—Prices to be Boosted or Package Quantities Decreased—Smoking Habit Increasing—Overseas Parcels Take Many Cigarettes, etc.

AN increasing use of all forms of tobacco among the men of Canada and the extensive use of cigarettes, cigars and chewing tobacco in making up overseas boxes for soldiers, are the two main factors to which tobacco manufacturers attribute their present large sales. The tobacco industry in Canada is to-day becoming a more important element than it has been in the past and some idea of the proportions which it will reach in future years can be gained from a survey of the present situation wherein tobacco manufacturers are maintaining and increasing their business under the handicap of a constantly decreasing number of the best class of customers.

One prominent tobacco manufacturer of Toronto emphasized this point to a representative of CANADIAN GROCER and pointed out that thousands of regular smokers had been taken from the best selling districts. Despite this handicap he stated that the company's business was never better and that the outlook was very promising. He based his optimism for the future on the events of recent months which he considers to indicate that there is a growing use of tobacco among men of Canada. Former smokers have become larger users of the various forms of tobacco and others who never used tobacco formerly have put aside their scruples and become addicted to the use of the weed.

Tobacco Sales To Soldiers Maintained

The tobacco industry is perhaps in a unique position owing to the fact that the taking of its customers out of the country does not stop sales. The cigarette is almost universally used among the armies of the world and Canadian soldiers are by no means an exception. Canadian soldiers who do not use the cigarette are in a very small minority and, therefore, without many exceptions, they welcome the receipt of a few packages of cigarettes in the parcel from home when they go overseas. Much of the increased business in cigarettes, cigars and chewing tobacco is attributed to their extensive use in such parcels.

Like all other phases of the industrial life of the country advances in price are quite the usual thing in the tobacco industry, and since the outbreak of war conditions have been more or less unsettled. Recent price advances have been made on all forms of tobacco and further advances are predicted by manufacturers to take effect in the near future.

In connection with further advances in price it has been reported that Canadian manufacturers might follow a plan projected in the United States under which they would decrease the number of cigarettes and cigars for the present prices rather than maintain the present number of these articles for an odd price which would be necessitated by a few cents advance.

Shortage of Raw Tobacco

Local tobacco manufacturers declare that so far nothing has been done along this line, but that some action is contemplated in order to meet conditions which will soon be forced upon the industry by increased prices of tobacco. Further increases in the price of raw tobacco to the manufacturers are based on the shortage which exists, and this shortage is largely due to the fact that the Cuban supply has been cut off. Cuba prior to the war supplied large quantities of tobacco to the American and Canadian markets though one of its chief markets was in the central empires of Germany and Austria-Hungary which to-day are our enemies in the war. When war broke out Cuba anticipated that her chief market would be wiped out and took steps to turn large tracts of tobacco land into sugar plantations. The result of this action is evident in the greatly decreased consumption of Cuban tobacco products in this country. Statistics show that in 1916 there were 30,000,000 Cuban cigars sold in Canada compared with an estimated 2,000,000 sold in this country during the present year. Prohibitive duties have also had some effect in keeping Cuban tobacco off the Canadian market.

The effect of the shortage of tobacco on prices is well illustrated in the experience of one local manufacturing company which was recently offered a fifty per cent. advance on the price paid for a shipment of tobacco bought in New York some few months ago. This big advance indicates the trend of the tobacco market during recent months and is especially significant owing to the fact that the tobacco was not moved from the spot on which it was purchased.

Prices Will Advance or Quantity Decrease

With such outstanding increases in price it is evident that the Canadian consumer will soon have to dip deeper into his pockets when he wishes to satisfy his longing for "smokes," or else he will receive a decreased quantity of his favorite cigarettes or cigars for the same money as he pays now. The latter course is declared by manufacturers to be the more practicable as they fear a big falling off in sales would result from the establishment of odd prices.

It is pointed out that the war tax and the increased price of raw tobacco have both been factors in bringing about the present situation in the United States where an increased price to the consumer or less quantity for present prices is contemplated. Tobacco has doubled in price within the past few months according to manufacturers and the unsettled condition of the market is declared to be a greater factor in increasing prices than is the application of the U. S. war tax.

The situation in Canada is a very complicated one and it is evident that Canadian manufacturers have done all in their power to maintain normal prices. One company which controls the major portion of tobacco handled in Canada recently applied only fifty per cent. of an advance of 60 cents per thousand made in the price of cigarettes, the remainder being borne by the company itself. Prices on all kinds of cigars were raised here recently and further increases are expected to be made very shortly. One recent advance of $1.00 per thousand on cigars was borne by one manufacturer at a cost of $20,000, being based on a turnover of 20,000,000 cigars. This manufacturer states that other advances in the price of raw tobacco would have been met by the company had the Cuban tobacco market not been in such an unsettled condition.

No More Five Cent Havana Cigars

United States manufacturers have ridiculed the idea of Canadian manufacturers putting on the market a 5c Havana cigar in the past, but this practice will continue no longer. This cigar has been sold below cost price in the past and, in addition, it was being manufactured from tobacco bought at much lower prices than present quotations. It is declared that there will always be a five cent cigar, but that in future it most probably will be made of Canadian tobacco.

No definite steps have been decided upon as yet with regard to increasing the price of cigars in Canada, but it is intimated by manufacturers that odd prices cannot be made and sales maintained. The case is cited of one brand of cigar which was raised from five to six cents and was thereby ruled practically off the market owing to the fact that smokers will not pay odd prices. Steps are being taken to meet the new conditions, but it is considered to be a most impracticable move on the part of manufacturers to make odd prices in order to compensate for the advance in raw tobacco.

CUBA REFUSES SUGAR TO NEUTRALS

Exportation of refined sugar from Cuba to neutral countries is prohibited by a presidential decree. The decree also fixes the wholesale and retail prices at which sugar may be sold in Cuba for domestic consumption. The maximum price for refined sugar is placed at 7.25 cents wholesale and 8.50 cents a pound retail; crude sugar at 4.75 cents wholesale and 5.75 cents retail.

Havana retailers have been charging as high as 78 cents for a five-pound sack of sugar.

Another Sick Business?

Maybe It's Only Ailing; But the Present an Excellent Time to Examine

By Henry Johnson, Jr.

Henry Johnson, Jr.
c|o CANADIAN GROCER.
Alberta, Aug. 13, 1917.

DEAR SIR,—I have been a reader of CANADIAN GROCER for a short time only, but always read with interest your page—especially as it relates to sick businesses, and find it contains much good, sound advice.

As I have no one to criticize my statement, I am enclosing my balance sheet for June 30, at which time I took actual inventory of stock.

I bought this stock Nov. 20 at a sheriff's sale, paying 92% for same, after store had been closed about two months. Stock and fixtures inventoried $3,200 at that time. We did not get started up in good shape until about Dec. 1st.

Have three horses and two wagons. Use a single horse for the close deliveries and the team for freighting and long hauls. Have been considering buying a 1,000 lb. truck to do the work of the team as there are a good many days we do not have to hitch the team at all.

Payroll consists of three men at $75.00, one man at $55.00 and myself at $100.

Total sales, eight months, $32,532.18. Sales for last three months have been $15,958.11.

Total labor paid to date, $2,759.26.

Total miscellaneous expense, not including depreciation, interest, or feed for stock, $174.74. Telephone and telegraph $79.14, advertising $60.30, rent $406.94.

Regular rental is $50 per month, but had occasion at one time to rent some storage for short time.

Ice bill will run $15.00 to $20.00 per month in addition to other expenses, at this time of year.

I am carrying a pretty complete line of fancy groceries in addition to the regular staples, flour and mill feed.

If I cannot increase the business $1,500 per month this month will cut the stock to about $6,500.

Would thank you very much for comment by mail or through your columns.

Yours truly,
G. W. C.

BALANCE SHEET

Liabilities	
Accounts payable	$ 3,578.24
Borrowed from banks	538.16
Amount due employees	74.37
Accumulated profits and discounts	2,162.13
Capital account	4,415.00
Outstanding trading checks	43.55
	$11,211.45

Assets	
Stock account	$ 8,893.84
Fixture account	1,360.56
Cash on hand	259.10
Unabsorbed insurance	57.00
Due from Light Co., meter	5.00
Secured accounts payable on demand	635.95
	$11,211.45

Little Self-Deception Here

Before I take up details I feel like saying that this man evidently does not care to fool himself very much. No man who keeps such careful tab on his business and progress is liable to go very far wrong. The most important thing is to face the facts; and this man does not fear to face them.

Taking sales at $32,500 for convenient figuring and expenses as reported totalling $3,600.38, including an estimate of $120 for ice during the eight months, we have an expense account of a trifle less than 11¾%. If we add $20 per month for feed of each of the three horses, this will make $480 additional, and bring the expense up to a fraction more than 12½%. Let us not fail to note that a salary of $100 per month, $800 total to date, is included for himself in these figures.

So there seems to be nothing wrong with the expense account, even allowing liberally for depreciation and interest.

General business conditions evidently have operated greatly to the benefit of the business, unless I have misread some of the figures. For it seems that all the money actually put into the enterprise has been the charge to capital account, $4,415.00. If this is a fact and he has possessions of $11,211.45, he has made a book gain of $6,577.13. That means that he has made very nearly 150% on his invested capital in eight months. Nothing very "sick" about that business that I can discern!

Greatly Enhanced Market Values

Such gain as that would indicate fully 20% net profit, and 20% net would seem so wildly extravagant as to be incredible except for two factors: 1st, the fact that stock was bought at 92% of inventory value, and 2nd, that values have been climbing so steadily that such gain may come within the range of possibilities.

I must hedge just a trifle here by saying that this conclusion is predicated on the statement as given, for it all seems too good to be true.

The policy of carrying a complete line of fancy groceries appeals to me strongly. It was my policy, beginning about 1895, to do the same thing; and yet that was when my location was only passable and my trade mostly with farmers and working people. But the merit of that plan is that people soon learn that they can "get everything" at your store. They become accustomed to looking to you for things out of the ordinary. They feel that when they want something special, some item not usually carried, perhaps not to be found at their regular grocer's, they can always find it in your stock. And there is hardly any asset more valuable than that policy, carried as far as your resources will allow conservatively. I took the suggestion made me by a jobber at that time, 22 years ago: "Yes: there is money in fancy groceries, and there is good trade in them, too; but you must remember that you cannot sell them unless you have them." The acting on that suggestion was the beginning of real money-making in my business. It seems to work the same way with "G. W. C."

Sales Very Greatly Increased

This conclusion seems warranted in view of the sales during the last three months. Here we find that, during the first five months the sales were little over $17,000, or at the rate of $40,800 a year. During the last three months, with $15,958.11, we have a ratio of $64,000 a year.

Altogether, therefore, seeing that such splendid progress evidently has been made, I hesitate to offer much by way of suggestion. Not only does "G.W.C." seem perfectly capable of managing his business, but the business is growing so rapidly that the impulse naturally would be to let well alone.

Still, there is another side to the shield and we must look at it.

One important reason why money has been made by many of us during the past year or two is the fact that markets have been advancing steadily. When money is made from enhancement, we must be doubly on our guard to insure our own conservative watchfulness, so that we get into no bad habits or loose methods, sloppy figures and all that. Again, "what goes up must come down" or at least is apt to come down, so we should be ready to trim sails on short notice.

In ordinary circumstances, therefore, let me say that it is not good business to owe more than 47% of your quick assets. Taking out your fixture account and the item of unused insurance and figuring your secured accounts as worth 100% on demand, your quick assets are $9,793.89, and you owe $4,634.32. So, even at the risk of missing a few "good buys," I should reduce that indebtedness steadily, even if slowly.

The plan of working stock down to $6,500 is good. For a turnover of 10 times, allowing gross margin of 25%, would admit of your carrying stock of only $4,875. If we allow 20% average margin as normal, then a turnover of 10 times would admit of your carrying stock of $5,200. Thus, a rather rapid reduction to $6,500 will be wholesome. Possibly when you get down to that two things will have been learned: First, that you can get along just as well, with more diligent attention to buying just

(Continued on page 45.)

CANADIAN GROCER

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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THE *Fruit Trade Journal* remarks: "Somehow we cannot harmonize the big crop of cabbage reported in all growing sections with the advanced prices of cigars."

* * *

THE retailer who lets a salesman *whom he does not know* tell him how to buy is simply whistling for disaster to come to him, says an American grocery paper—And that's just as true in Canada. The merchant's ability to handle, not the salesman's ambitions, should be the criterion, where it isn't, then the whistling will surely be answered.

THOSE OLD ACCOUNTS AND THE VICTORY LOAN

THOSE old accounts, those accounts which you have kept in the background as ones which you will collect some day, should be collected now. The prosperity of the country is such that every man has benefited and there is no reason why you should be the banker for those whose apparent intention is just to put off paying as long as they can. There's a patriotic reason why these should be collected now—invest the proceeds in war bonds. Canada's Victory Loan demands every dollar it is possible to subscribe. The security could not be improved upon.

THE CONTROL OF PACKING HOUSES

THE Government's decision regarding the packing house profits is not likely to fill the hearts of the packers with joy. The packing business is one fraught with a good many risks. It would be judging the packers as more than human in their disinterestedness to expect them to conduct a business after they had reached the point where no possible profit could accrue to them, while being compelled at the same time to face all the possibilities of loss. It is just questionable whether any good will come of this action. Irrespective of any sympathy or lack of sympathy that might be felt for the packers, there arises the question, is it good business? Will it mean any lowered cost of the product, or will it mean only a lowered quantity in the supply? There is a danger that the latter possibility will be the only result of the regulation.

"GETTING DEALER CO-OPERATION"

"BUSINESS can flow no faster than the narrowest part of the channel permits. If the outlet for a product is clogged at the dealer's store the tide of sales is effectually checked."—(Taken from advertisement in *Printer's Ink,* by Mallory, Mitchell & Faust.)

This is an encouraging sign of the times. Not so long ago all agencies handling so-called national accounts affected to despise the humble distributor of merchandise, and pinned their faith and the advertisers' money to spreads designed to "force" the stocking of the advertised goods by the cowed and subservient merchant. Verily, "the world do move."

THE TRADE ON TRIAL

THE New York *Journal of Commerce,* dealing with the different price regulation schemes sees in them the evidence that the wholesaler is being placed on trial. "Either he must plead," says this journal, "that he is a speculator or that he is a functional link in the distributive chain. Manifestly, he cannot be both. If the public finds it necessary to take him at his word as a speculator, he is in grave danger of being eliminated by force as quite unnecessary. If he accepts service as a public utility, paid a fair price for his work, he will probably remain. The issue is quite clear and of vital importance. The wholesaler must back the Government and make the best of emergency regulations."

Now while this refers to United States conditions, it is little less true on this side of the border. Indeed it is questionable, whether, in the light of past experience, the merchandizing links of the food chain will have as reasonable treatment as they have had in the United States.

Unquestionably the trade is facing conditions that have never been faced before, and their attitude to business must be changed to meet these new conditions. Every man has a right to a fair profit for his labor, but in these times it is the part of wisdom and the part of patriotism to see that a reasonable basis of profit is not overstepped. And this is as true for the retailer as it is for the wholesaler. Unquestionably the food handlers are on trial in these days. We do not believe that there is any degree of justice in this attitude of the public, but it is the fact neverthe-

less. The only defence that the trade can make is to give the maximum of service at the lowest profit that is consistent with a sound and safe business.

THE RESULT OF LOWER PARCEL POST RATES

IN the last Sunday edition of the Toronto *Star,* there appears an article urging the idea that the curtailment of parcel post charges would go a long way toward reducing the cost of living. It is an interesting item, made doubly so by the knowledge that the T. Eaton Company owns a considerable interest in this newspaper. It is not hard to see that such an organization would look with great favor on any lessening in the parcel post rates. The parcel post system was one of the greatest boons that ever fell into the lap of the mail order houses. It provides them with an easy and efficient means of distributing their goods at the minimum of expense. But to argue that it would have any effect in lowering the cost of living can only evidence a lack of knowledge of the situation. What food product is there that could be economically sent by parcel post? Even supposing that the cost of this service was to be cut in half, what possible advantage could it be to the producer? Could you post any of the products of the farm from the source to the consumer at anything but a materially increased cost? As a matter of fact, food products do not in any way lend themselves to this scheme. No matter what changes were made in the parcel post charges there would be no material increase in the movement of goods toward the cities as a result. There would, however, be a very material increase in the movement of goods away from the cities. The mail order houses would see to that. This is the only result that would be gained, and the wildest stretch of the imagination cannot see in this any likelihood of a decreased cost of living.

WHAT OF OUR BANKS?

INQUIRIES made have elicited the information that our banks are "tightening up" and to an extent which is detrimental to the business of the country. It is true that they have to provide for the new war loan and also for the advancement of money for moving the crops, but should the retailer who has depended on the bank to see him through be forced out of business?

If the banks cannot provide for all the calls to be made on them, would it not be advisable for the Dominion Government to grant them permission to increase their circulation for the time being, bringing it back to normal gradually?

One man whose assets exceeded his liabilities by $12,000 was forced by his bank to make an assignment, paying 100 cents on the dollar. Would this not seem to indicate that our banking system is really a system of brokerage and not real banking for the good of the country? Is it true that banks do not train their help to fill the positions at the head, but bring in brokers to conduct their business? Are the banks making big money and assisting the big moneyed concerns while the many small concerns are forced out of business?

The banks are tightening up very noticeably, but the small concerns should not be forced to close their doors. This will disrupt the business stability of the country to a degree that would bring very disastrous results. It is to be hoped government action will be taken to overcome the serious situation now developing.

CANADA APPEALS TO YOU

THROUGHOUT the length and breadth of this fair Canada of ours, the appeal goes forth on November 12 for subscriptions to Canada's Victory Loan. Many and varied have been the calls made on the generosity of our citizens, nearly all possessing to a greater or less degree real merit. The call now being made contains a message to each and every citizen which the future of our country demands must be read and answered—not from the standpoint of generosity, but from the standard of good business.

The position Canada holds in the eyes of the world is an enviable one for a nation so young. Our accomplishments have been many and all attained without any great bluster or flurry. Canada is making further demands now in her Victory Loan—will she fail in this hour of her national honor? Our pride says, NO!

The development of our agricultural resources rests in our ability to market the products raised on our farms. To market our surplus farm produce, we must extend credit to our Allies and pay our farmers. This can only be done by subscribing liberally to Canada's Victory Loan. Will Canadians fail her farmers—the backbone of the nation's wealth? Again we say, NO!

The continuation of our manufacturing establishments as factors in making munitions, in turning out ships, in supplying food to our Allies, rests on our supplying the necessary capital to pay the manufacturers for their output. Will we let our machinery stand idle—will we permit the cry of unemployment to ring through our land when our Allies' need is so great? Never!

And more than all these, will we let the appeal of the boys who are now on the battlefields of Europe go unheeded? Do not those who are sacrificing more than money can ever buy deserve every cent of backing which we can give them? Are we going to fail those boys who have made Canada's name one to be feared by the terrible Hun—who have made Canada's name respected by the nations of the world? Our answer must be emphatically, NO!

The store of A. Glover, Kingston, Ont. Note the many modern devices for giving better service.

Sugar--A Very Uncertain Outlook

Government Regulation, Owing to Shortage of Supply, Has Very Seriously Interfered With the Operations in This Industry—Belief That There Will be a Big Demand for Canadian Sugar in Europe After the War.

THE sugar industry of Canada, like several others, is passing into the last stage of the year 1917 with its freedom of development impeded by government control. However it could hardly be otherwise, with the scarcity of raws that has closed down scores of refineries on this continent, and with the acute requirements of the Allies. As a foodstuff, indeed, it was inevitable that it should be placed under international restrictions, and it is this condition of fixed prices, and probably of fixed profits and of regulated output, that confronts the sugar industry for the coming year. Henceforth, not a pound of raw sugar can be bought save with the permission of the International Sugar Commission that is operating for the allies, and the amount that may be imported into Canada will be decided on a principle of a fair share to all concerned. Such are the external factors that render any definite forecast as to the coming year, or years, as futile as to predict the date of the ending of the war.

Great Export Trade This Year

The year 1917, in spite of the closing quarter, has been a wonderful year in the history of the industry, particularly for the export trade. It is estimated that nearly 100,000 tons have been sent overseas, even although current opinion holds that almost half of this was unfortunate enough to fall a victim to the submarines. In the year 1916 only 26,000 tons (of 2,240 lbs.) were sent across, and before that exportation of sugar from Canada was practically unknown. The scarcity of raw sugar put a sudden stop to export by the first of September this year, but the refiners look forward to sending over next year more than during the present year, if only ocean transportation is available, while the domestic demand is likely to respond to the lowered prices that are promised with the arrival of the new raws from Cuba, the West Indies, and other sources, and the competitive regulation of an abundant crop of sugar beets.

Putting Refineries on Rations

For the balance of the year the Canadian refineries will be put on short rations, and at the time of writing it is estimated that the factories are not operating to more than 25 per cent. of their capacity. In the United States regulations have cut down the amount that may be bought at any one time by the individual family, and it is quite possible that similar regulations will have to be introduced into this country. The refineries, like the jobbers, have begun to dole out the available supplies with sparing hand. At the moment the refineries in Canada that are operating are doing so in most cases

at a loss on account of the high prices paid for raws, but it is understood that any advance might meet with the disapproval of the Food Controller.

Loss of 1,800,000 Tons a Year

The present crisis in the production of sugar has resulted chiefly from the cutting off of the surplus of the German beet crop, out of which Great Britain used to import one million tons of sugar every year. In 1914 the total world production of sugar was 18,500,000 tons. Of this 10,300,000 tons were cane sugar, which since has increased by 900,000 tons. The beet sugar in the same period fell off from 8,200,000 tons to 5,500,000, a loss of 2,700,000 tons, or a net loss of 1,800,000 tons. For the coming year a large increase is estimated both in the beets and the raw cane sugars, which must relieve the present restrictions upon the Canadian and United States refineries to a considerable extent.

High prices, which always militate against consumption, have been the result chiefly of increased costs of the raw sugar rather than larger profits on the part of the refiners. Indeed of late years these have dropped below the figures of former years, partly owing to the increased competition and the fact that domestic requirements fell far below the capacity to produce, not more than three-fifths. In the past three years the raws have advanced 3½ cents, and the price of refined has advanced as follows:

Year	Price per lb.
1914	4.10 cents
1915	6.60 "
1916	8.15 "
1917	9.00 "

After the first of the year it is expected that prices will drop at least 1 cent a lb.

Production in Canada

While domestic demands have shown some increase the export trade would have created a new high record for output by a large margin had not the unusual circumstances cut out export for the last four months of 1917, and also forced a cutting down of local buying. As a result the output for the year, while exceeding last year's, can hardly reach the high mark of 1913. The figures for the past five years are as follows:

Year	Production
1913	379,752 tons
1914	332,512 "
1915	303,233 "
1916	345,089 "
1917 (estimated)	370,000 "

The values of these outputs vary of course according to the constantly changing prices per lb., which range all the way from 4.1 cents to the present 9 cents a lb. In the table that is given below the value for the year is taken from the census figures; the rest worked out on the basis of the average price for sugar towards the close of the year.

Year	Production
1910	$21,260,011
1913	33,418,176
1914	27,265,984
1915	40,026,756
1916	58,664,930
1917 (estimated)	66,000,000

Since the Atlantic Sugar Refineries was established the number of refineries in Canada has remained at six: five for cane sugar exclusively, at Vancouver, B.C., two at Montreal, one at St. John, and one at Halifax. The sixth, which turns out about 20,000,000 lbs. of beet sugar a year, and more than eight times that amount of cane sugar, has three plants, at Wallaceburg, Chatham and Kitchener. A small quantity of beet sugar is made at Vancouver.

So far as raw sugars are concerned all are imported, and the British West Indies are the chief source of supply, most of it coming through New York. The imports for the past three years, ending March 31 were as follows:

	For 12 months ending March 31		
From	1915	1916	1917
United States	$1,266,716	$2,882,929	$4,614,751
British Guiana	2,949,433	5,576,241	7,141,108
B. W. Indies	4,280,714	4,360,496	11,206,805
Cuba	1,009,407	1,087,594	.....
Dutch E. Ind.	71,577	.....	552,856
Dutch Guiana	185,135	372,248	4,549
Fiji	1,780,368	1,262,718	831,840
Peru	1,406,112	789,223	961,883
San Domingo	2,891,238	4,020,484	3,888,807
Other countries	405,391	438,613	2,213,920
	$16,246,091	$20,790,546	$31,416,578

The imports of raws for the next five months, ending August 31, amounted to 418,216,567 lbs., valued at $19,402,310. This indicated an importation for the year of over 400,000 tons, which would have established a new high record for Canada, greatly exceeding that of 1913.

Customs Revenue of $7,000,000

It is interesting to note that the nature of the sugar industry brings a large revenue to the country from the duty itself. This amounts to $1.37½ per 100 lbs. on Cubas, for instance, and $1.03 under the preferential tariff, such as applies to the British West Indies. On Cubas the United States importers have a distinct advantage over the Canadian; on B.W.I. the amount paid is about the same. Thus the duty for the first five months of the present fiscal year of 1917-1918 would amount to $4,300,000 approximately, and the duty for an average year to over $7,000,000.

As to the future it may be laid down as a condition that does not apply probably to the majority of Canadian industries, that the capacity of the Canadian factories is far more than is required for the needs of this country. In a normal year the output does not exceed 60 per cent. of the capacity, and during the present year, until the time that export trade ceased, it was under 70 per cent. The consumption of sugar in Canada averages nearly 100 pounds per capita, which is not exceeded by any other country in the world in this respect, and the hope of the refiners for the future lies in the increase of population in Canada, which they expect will expand rapidly through immigration immediately after peace becomes well established.

Big Demand After War Ends

There is a belief among some refiners that for a year or two after the close of the war there will be a tremendous demand for Canadian sugar in Europe before Germany recovers her old time production.

SURPRISE HIM WITH PANCAKES FOR BREAKFAST

easily and quickly made, and about one-third the cost of meat or eggs.

WE sell ——— brand pancake flour, every ingredient is already mixed in the flour, just add water and the batter is ready.

JOT that down now on your shopping list while you think of it, and you can laugh at the high cost of breakfasts.

WE SELL ALL GOOD THINGS TO EAT

J. M. DAVIS, 20 PARK AVE. Phone 2000

This suggestion can be adopted to many other lines of goods.

THE CLERKS' DEPARTMENT

THE RAPID RISE OF "HURRY-UP" HURLEY

Chairman of United States Shipping Board Who Rose from Railroad Engineer to Millionaire Manufacturer in Fifteen Years.

"Hurry-Up" Hurley is the name which Edward Nash Hurley has made for himself in Washington. The Chairman of the United States Shipping Board has had a remarkable career. To-day a millionaire manufacturer and in charge of the American shipbuilding program, he was a locomotive engineer fifteen years ago. Three years ago he was summoned from Illinois by President Wilson to sit on the Federal Trade Commission when that body was organized in 1915 and since then he has done much to put the Stars and Stripes into ports where it has not fluttered since the United States merchant marine started to dwindle years ago. The following sketch is from The World's Work:

Twenty-nine years ago, the man who is now chairman of the Federal Shipping Board—considered one of the most important, if not the most important branch of the Government to-day—was wearing blue overalls and a greasy shirt with collar attached, minus a necktie. That was on the cab of a locomotive switch engine in Chicago. Mr. Hurley got $35 a month for his work there. He says that $35 was big money to him in those days. Just fifteen years later Hurley was a millionaire and had retired at the age of thirty-nine years.

Mr. Hurley came from Galesburg, Ill. He was born there July 31, 1864. Inheriting the rugged body of his father, who was a general utility man in the Burlington railroad shops, Hurley was attracted to work on a farm during vacation periods of the Galesburg public school he attended. Besides his wonderful health and vigor which have stood him so well since, Hurley got $8 per month for this farm work.

When fourteen years old Hurley believed he had sufficient education and sufficient play; so he entered the Burlington yards at Galesburg. Robert W. Colville, master mechanic at the C.B. & Q. yards, gave Hurley his first real job. He spent two years at the job and decided he could do better elsewhere. Having worked some extra time, he got $36 for his last month's work. He gave his mother $30, kissed her good-bye, and with six one-dollar bills rustling in his jeans, started toward Chicago to become a millionaire. He did not have to pay his railroad fare to Chicago, so a thirty-cent breakfast he had in Aurora the next morning left him with $5.70 when he got a place on a switch engine. Twenty-six months later, at nineteen, he was one of the youngest engineers on the whole Burlington road, in charge of an engine on a suburban run between Chicago and Aurora. Mr. Hurley says the training he received in cleanliness and orderliness while helping his mother about the kitchen in his kid days was one of the big elements in getting him this promotion.

The nearest Hurley, the engineer, ever came to an accident was one dismal, foggy morning as he was taking his passenger train into a long switch on Western Avenue. As Hurley drove his engine in sight of the siding he saw that a freight had just cleared it and was running up on the switch. As Hurley's train crossed in, he suddenly was shocked into momentary numbness to see that the freight train was pulling on to the main line over a switch that connected with the siding about half way down. Let Hurley tell the rest.

"It's a fine thing to talk about dying at the post," Mr. Hurley said as he smiled reminiscently. "I believe it's a lot better, however, for a man to do his whole duty and get away with a whole skin. In this instance, I did the former but failed of the latter.

"I quickly realized there was only one thing on earth to do—shut off steam, throw in the sand, and set the brakes. I did this, told the fireman to jump, and wasn't much behind him when he landed.

"I struck feet first, pitched forward on my hands, and plowed up several feet of the hardest cinders I have ever come in contact with. Those cinders ripped considerable cuticle from my hands and filled my eyes. I raised my hands to wipe the dirt from my face and left great smears of blood from forehead to chin. When passengers and the rest of the train crew ran up they saw me covered with blood and lauded me for sticking to my post and saving the passengers! It was some years before I ever told any one I had jumped."

Railroading on the Burlington

Mr. Hurley put in nearly four years and a half on the Burlington. When he "went out" with the Brotherhood in the historic strike of '88, he left the Burlington for all time. After the strike he became secretary to P. M. Arthur, of the Brotherhood, with offices in the Grand Pacific Hotel. From that position he went back to railroading, as passenger engineer on the Santa Fe. He put in three days when a committee from the Brotherhood told him it was not altogether right that he should go back to so strenuous a job so soon after leaving a desk job. Hurley said he was so glad to quit he never even asked the Santa Fe for the three days' pay. The Santa Fe still owes him the money.

It was at this point in his career that Mr. Hurley ventured into politics. His venture was short-lived. He says he has since this brief venture confined his politics to casting votes at elections. He made a dismal failure as an embryo politician and admits it with a smile. The story of his one failure is brief.

Mr. Hurley was interested in a certain candidate in an approaching election. Voluntarily he set out collecting campaign contributions. He collected $50, all from then Collector of Customs Stone. He turned it into headquarters, but it wasn't used, so it was returned to Mr. Hurley after the election—much to his surprise. There was a surprise due to Stone also when Mr. Hurley took the $50 back to him. Stone was so surprised at this unusual procedure that he gave Hurley a position as deputy collector of customs, which he held from December 1, 1888, to January 1, 1890. He resigned to become chief engineer of the Cook County Insane Asylum, a post he had expected to get because of his political work. However, he did not keep the place long. He grew weary quickly of the politics he was supposed to play, and resigned to "go to work."

His next work was as representative in the West for a firm that made metallic packing for valves and pistons. The salary was $100 per month. It was in this position that he "found himself."

Inventions in Pneumatics.

He had long been interested in the application of the pneumatic principle to tools. Spending his spare time tinkering, he one day perfected a pneumatic bell-ringer. After that came a pneumatic sander for tracks, and a pneumatic hammer. For them Mr. Hurley got only $25 a month increase in his salary. Other inventions which he turned over to the firm in the course of time got him an increase to $300 per month.

Then Mr. Hurley invented a pneumatic blow-off cock for throwing dirt and sediment out of locomotive boilers. He asked his firm to hear a proposition. The proposition was that he would turn the invention over to the firm, which would make a profit of $5 on every one sold, and Mr. Hurley would receive a royalty of $1 on every one sold.

"The firm couldn't see the proposition in any light," said Mr. Hurley grimly. "They insisted that I had perfected the thing while employed by them and that it was theirs, not mine. They even refused to raise my salary; that was also completely out of the question.

"Now, mind you, I had done more than the average employee. I had crawled under engines and had worked all hours of the day and night. When I went out to sell packing and it was slow making a customer see the advantage of my goods. I hammered packings into place to put my arguments across—and they usually went across when I did that. There were not fifteen locomotives west of Cleveland that used our packing when I started in with that firm. At the time I made them my proposition in 1897, after five years of service, there were not fifteen engines that did not have the packing.

"It was the turning down of that proposition that started me out in business for myself."

Mr. Hurley's business start was "ragged" as he puts it. There were himself and two expert machinists. They began in a barn. Three months later the first pneumatic boring machine was put on the market, and Hurley was made.

April 1, 1898, Mr. Hurley opened the office of the Standard Pneumatic Tube Company of Chicago with a capital of $50,000. He had mortgaged nearly everything he had to start. The first year the company made $7,500, which was what a 15 per cent. dividend amounted to.

Making a Million.

A year later the Standard company's profits were $33,000. In 1900 they total-

(Continued on page 45)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

T. D. Williams, formerly in the employ of Dearborn & Co., Ltd., has been reported wounded on October 24.

The counties of Northumberland, York, and Carleton, in New Brunswick, are expected to come under the provisions of the provincial prohibitory act on December 1, with the customary opportunity for increased sales of confectionery and soft drinks.

Owing to cases appearing before the police magistrate in St. John, the chief inspector under the prohibition act in New Brunswick has threatened to take action against the sale of flavoring extracts and essences containing a heavy percentage of alcohol unless greater discrimination is shown in their sale.

Captain Walter A. Harrison, of the staff of T. H. Estabrooks, Ltd., St. John, has received another important promotion. He went overseas early in the war with an ammunition column. Soon after his arrival in England he was made staff captain in the 5th division. He now has been appointed Deputy Adjutant and Quartermaster-General of the Third Division.

While the potato producers of New Brunswick have been holding out for $4 a barrel in the local market, they have been petitioning the railways for larger numbers of cars in which to ship their product to the United States, alleging the prospect of heavy loss and possible ruin unless the cars are found. They have been reassured by the Canadian Railway Association for National Defence, which has taken up the matter.

The Food Controller's order regarding package goods has led to many apprehensions. One current, particularly in the country districts in New Brunswick, was that it affected tea. Many retailers started to stock up heavily in advance and many others registered complaints. To clear the air G. E. Barbour Co., wholesale grocers and tea packers, wired the Food Controller. His reply was emphatic and to the effect that tea packages would not be affected.

Quebec

H. Larue, of Montreal, has opened a grocery store at 630 Dorchester Street.

H. Laperle has purchased the grocery business of A. H. Gaudit, 28 Carmel Street.

P. A. A. Quesnel, general store, Val Quesnel, has been succeeded by L. Quesnel.

John Delisle, grocer, of 131 St. Marguerite Street, has been succeeded by J. Beaulieu.

W. J. Baker, sales manager of the Chisholm Milling Co. of Toronto, is in the city on business.

A. H. Dalrymple of the Jas. Dalrymple Co., produce merchants of Montreal, was an Ottawa visitor last week.

Jas. Nicola of St. Pierre, Miquelon, was a caller last week at the office of Chase and Sanborn, Montreal.

J. O. Lussier, of 1018 St. Antoine Street, has bought the grocery stock of J. Bouthillier, and will continue business in the old stand.

J. Jeannotte has recently bought out the stock of Mr. Poitres, 72 LaFontaine Street, where he will serve the clientele of his predecessor.

Mr. Thos. Ward, of Jos. Ward and Co., wholesale grocers of Montreal, was a visitor to Ottawa this week and returned to town on Tuesday.

W. E. Kelley of Buffalo, secretary of Granger Co., packers of Royal Blend Coffee, was a Montreal visitor, making his headquarters with C. B. Hart, dried fruits broker.

The friends of Capt. R. P. Kember, of the Robert Crooks Co. of Canada, Montreal, will much regret to hear that he has been wounded. Cable advices this week state that his wounds are not serious, and that Capt. Kember is making satisfactory progress toward recovery.

Mr. Freeman, Quebec manager of the H. D. Marshall Co., with offices in Montreal, and Mr. Baker, of the Chisholm Milling Co. of Toronto, spent several days in Quebec last week, and while there appointed Legare and Moison agents of Purina Foods for Quebec city.

Ontario

W. H. Poranski, grocer, Kenora, has commenced business.

Northway Co., Ltd., general store, Ingersoll, suffered loss by fire.

R. H. Deyman, grocer, Oakwood, has been succeeded by R. C. Cann.

A. B. Frances, general store, Rockland, has commenced business.

D. McLachlan, grocer, Toronto, has been succeeded by M. L. Dobbin.

Oxo, Ltd., wholesale meat extracts, has moved head office for Canada from Toronto to Montreal, Que.

Property damage to the extent of $60,000 was recently done by fire in Drayton when H. G. Bibb's general store was destroyed and a number of other stores gutted.

Wallaceburg plant of the Dominion Sugar Company has commenced slicing beets. This factory is the pioneer beet sugar factory in Canada, and is also the first beet sugar factory in the world in which cane sugar was refined.

S. E. Blackman, employee of H. J. Heinz Company's factory at Leamington, was presented with a handsome club bag, containing a traveller's outfit complete, by his fellow-employees, on the occasion of his leaving for Blue Island, Ill.

Wm. Lorimer, merchant, of Brockville, and his driver, Wm. McCarley, were injured recently. The strap attached to the weight for the horse became connected with a wire on a high voltage pole of the Public Utilities Service, and both men were thrown many feet, narrowly missing electrocution.

Western Provinces

F. D. Cherry, general store, Davis, Sask., has sold out.

P. Labrecque, general store, Richard, Sask., has sold out.

Ferguson Bros., general store, Stranraer, Sask., has sold out.

Pioneer General Stores, Ltd., Fort Qu'Appelle, Sask., has been incorporated.

McBride's, Ltd., grocers, Weyburn, Sask., have opened branch at Regina, Sask.

Valentine & Kerr, general store, Lawson, Sask., has been dissolved, S. S. Kerr continuing.

Cranbrook Trading Company, Cranbrook, B.C., have opened up their new cash grocery and meat store. The store is to be run on a strictly cash basis.

Winnipeg retail grocers recently held a meeting at which officers were elected for a trade section of the Winnipeg branch of the association. An address was delivered by Edward Parnell, of the Spiers-Parnell Baking Company, on "Food Control and its Relation to the Bread Question in Winnipeg."

DEATH OF SGT.-MAJOR J. P. IRONSIDE

Sergeant-Major J. P. Ironside, killed in action at the Battle of Fresnoy on May 5 last, was the son of Mr. and Mrs. James Ironside of Collingwood, Ont., and a former traveller for Messrs. Gunns Limited, Toronto, in which capacity he was highly respected through the territory of Western Ontario. He has been awarded the Croix de Guerre and also the second bar to the Military Medal which he had won previous to his death.

RENEW FRENCH EMBARGO ON DRIED FRUITS

The embargo on the exportation of dry or dried fruit from France to any destination is again in effect. Permission was given in October, 1916, for the exportation of table fruits, fresh, dried, candied, or preserved, to Allied and American countries.

Announcement was made in August, 1917, of the withdrawal of the permission to export fruits for distilling and medicinal fruits to the United States and other countries.

ENGLISH JAM PRICES FIXED

The shortage of sugar in England is strikingly brought out in a recent order of the British Food Controller fixing the prices of jams and jellies. The dearth of sugar practically prohibited home made jams and jellies, and the supply of these popular parts of every Briton's diet must come from the factories. To protect the consumers, the Food Controller has, therefore, issued a compulsory schedule of prices and ingredients. The order went into effect September 1. The retail prices per pound fixed by the order are as follows:

Apricot, cherry, pineapple and apricot, black currant, strawberry or pineapple, 24 cents.

Peach or raspberry, 23 cents.

Raspberry or red currant, 22 cents.

Blackberry, greengage, loganberry, red currant, raspberry and gooseberry, or strawberry and gooseberry, 21 cents.

Apricot and apple, gooseberry or raspberry and plum, 20 cents.

Damson plum, blackberry and apple, raspberry and apple, or strawberry and apple, 19 cents.

Plum and apple, 18 cents.

The order requires that not more than 10 per cent. of any jam shall be added fruit juice, and where more than one fruit is used, the amount of any shall not be less than 25 per cent. of the total, and the weight of the ingredients when dried shall be not less than 65 per cent. of the whole. The government had hoped to be able to take care of the sugar requirements of those who desired to purchase for conserving jam, but was compelled early to announce its inability to do so.

MUCH SUGAR STORED IN BUFFALO

U. S. Federal secret service agents have discovered in a Buffalo warehouse about ten million pounds of sugar in bags and barrels labelled "top crust flour." Notations on the packages indicated that the sugar had been coming into the warehouse over a period of several months.

Around immense piles of sacks containing the sugar, the Federal agent said, he found a screen of other articles, while some of the containers marked "top crust flour" actually had flour sprinkled over the outside.

TO INCREASE HOG PRODUCTION

A Dominion-wide campaign for increased production of hogs is to be undertaken at once. The urgent and rapidly-increasing needs of the allies for pork products have been explained to a gathering of representatives of the Agricultural Departments of Eastern Canada and swine breeders, and the initial steps have been taken towards an organized effort under the auspices of the Federal Department of Agriculture, working in co-operation with the Food Controller.

A resolution was passed by the representatives of the hog-breeding industry who were present, endorsing the movement to increase hog production, having the assurance of the Minister of Agriculture and the Food Controller that the spread in prices between the producer and the consumer would be regulated.

ALMERIA GRAPES AWAIT SHIPMENT

The American vice-consul at Almeria, Spain, cables that approximately 300,000 barrels of grapes await shipment to the United States and England.

FAIR BEAN PRICES

The Food Controller has sent to every Board of Trade throughout Canada a schedule of prices for beans which the U. S. Food Administration has stated to be fair and just prices for shipment between October 5 and November 15.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

FIRMS BUYING ONIONS.

Please give me names of firms who buy onions in carloads.—Gagner Bros., Paincourst, Ont.

Ans.—This information has been sent direct.

WHERE TO OBTAIN GOVERNMENT FISH.

From whom can we buy Government fish?—Millbrook, Ont.

Ans.—If you get in touch with Mr. S. L. Squire, Ontario Government Fish Distributor, Parliament Buildings, Toronto, no doubt he will be able to supply you.

WHO WILL SELL MARGARINE?

Who in Toronto will sell margarine?—Millbrook, Ont.

Ans.—It is quite likely that all the produce and provision firms will handle it. The F. W. Fearman Co., of Hamilton, are advertising it for sale.

REGARDING BROOMS.

Please give me information on the following questions: Names of brokers in broom corn; manufacturers of broom handles; makers of broom handle machinery.—A. E. Cameron, Sudbury.

Ans.—There is no dealer in broom corn in Canada, but the following firms in the United States will be able to supply you:—J. A. Hockett, Wichita, Arkansas; W. L. Rosebaum & Co., Kenzie St., Chicago; Geo. Harryman & Co., Matton, Ill.

The following are manufacturers of broom handles:—American Broom Works, St. Bastile, Que.; Canada Wood Specialty Co., Orillia, Ont.; Manly Chew, Midland, Ont.; C. B. James & Co., Orillia, Ont.; F. H. Still Mfg. Co., St. Thomas, Ont.; J. Findlay & Sons, Norwood, Ont.

The following are manufacturers of woodworking machinery who might make machinery for turning out broom handles:—Elliott Woodworker, Toronto; Preston Woodworking Machine Co., Preston, Ont.; Canadian Machinery Corporation, Galt, Ont.; Burns & Roberts, Bank of Hamilton Bldg., Toronto; Garlock Walker Machinery Corp., 32 Front St. W., Toronto; A. R. Williams Machinery Co., Front St. E., Toronto.

ARE STARCHES AND CORN SYRUP BANNED?

Could you tell me if the order of the Food Controller, re products of corn, etc., will affect us in the sale of starch and corn syrups?—Weyburn, Sask.

Ans.—The order-in-council, among other articles, enumerates the products of corn. This would unquestionably include such articles as starch and corn syrups. This is unquestionably the interpretation of the manufacturers of these products. Owing to their nature, however, there is every likelihood that these goods will come under the license clause, and will probably under such license, continue to be sold in their present form.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WHOLESALERS were somewhat agitated during the week over the order of the Food Controller which stipulated that purchases of lima beans must not be made in the United States at prices exceeding 11½c per pound. Contracts have already been entered into between wholesalers and importers at prices ranging from 13c to 14c per pound coast basis. This would mean that wholesalers could not secure these stocks if the Food Controller persisted in this stand, and some 190,000 to 200,000 pounds of beans could not be brought into Canada. The matter was immediately taken up with the Food Controller, who agreed that the beans could be brought in at contract price provided the shipper in the United States had a license to export the beans.

Package cereals continue to be in good demand as a result of the stocking-up movement on the part of consumers. Licenses to sell margarine are expected to be issued in the near future. Storage creamery butter was easier in price as a result of stocks that are held, with no better prospect of an export outlet. For the same reason storage eggs have been easier in price. Poultry prices were higher due to the influence of higher prices in the United States.

Advances have been quite numerous and include washing powder, pure lard, shortening, blended jams, mustard, chocolate, maple syrup, catsup, brooms, peanut butter, jelly powder, toilet soap. A decline was registered in toilet paper. Sugar holds unchanged at recent quotations with endeavors being made by refiners to make stocks go round. Business is reported good.

QUEBEC MARKETS

MONTREAL, Nov. 13.—The markets here this week are without any great change, but the firmness which has characterized them still maintains in all lines. Some shipments are coming to hand, which tend to slightly relieve the acuteness of shortage, but for the most part there is very little increase in stocks in any commodity. Among the few changes that have occurred is that of an advance of some 20c per pound on cream of tartar. This is due to the lack of labor in France, where the supply is still fairly good of cream of tartar, but where labor is extremely scarce. Mixed pickles in the 20-ounce bottles have risen from $3.20 to $3.60 per dozen. There have been few deliveries of beans from the Quebec district, and some are being brought in from Ontario and British Columbia centres. Lima beans are very scarce indeed. Dates are scarce, and it is interesting to note that the ships carrying this cargo from Persia have to take empty boxes with them for filling by the Persian growers, as none are to be had there. It may be more difficult to secure supplies of these this year than ever before. Raisins from California are coming to hand very slowly. Some dried prunes came to hand this week, but there is not a big movement in dried fruits as yet. There has been a better feeling regarding sugar with one dealer, but supplies are scarce and orders are being distributed carefully and in small quantities. There is a very active request for teas and coffees, with prices firmly maintained. The fruit and vegetable dealers are meeting a big sale for all lines. Spanish onions are still higher in the small crates, while the Canadian onions are coming in plentifully and prices for these are easier. Some lines of fish are higher in price, and for all kinds the demand is very active. Eggs, butter and cheese are in firm market without change.

Cream Of Tartar Up; Dates Very Scarce

Montreal.

VARIOUS LINES.—There has been little of a disturbing or interesting nature in odd lines this week, and few changes to report. Cream of tartar is hard to obtain, and there has been an advance in this item of about 20c per pound, making the price to 80c. Mixed pickles have advanced from $3.20 to $3.60 per dozen for the 20-ounce bottles. Dates are very scarce, and it will be some time before supplies are likely to come forward. There is a good deal of difficulty in securing a supply of California raisins.

Firm Sugar Market; Limited Deliveries Made

Montreal.

SUGAR.—Refiners here are doing everything possible to distribute as evenly as possible the limited supplies at their disposal. Some of those who have had placing orders with them have been clamoring for larger quantities, and it is rather hard to satisfy those who fail to appreciate the difficulties confronting the refiner. However, it may be said that there is no real suffering here and, if anything, the situation is somewhat easier. No changes are made in quotations, and we name the following prices:

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Small Percentage Of Canned Goods Delivered

Montreal.

CANNED GOODS.—The movement of canned goods is, of necessity, very small owing to the limited stocks. Small percentages only are being supplied from here against booked orders, while it is becoming increasingly difficult all round to meet the sorting business. The Canadian embargo having been raised on canned goods, it will be likely that a freer movement of some lines from the United States will now manifest itself, and the situation will likely be much relieved. However, for the time being there is much shortage here with a firmness of prices, and quotations are unchanged as follows:

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruits Very Firm; Some Shipments Received

Montreal.

DRIED FRUITS.—There is more optimism this week with regard to deliveries, and these are now in prospect, with one or two cars received of California dried prunes. It is very hard to secure delivery this year of California raisins. Package currants are decidedly scarce, and there will be a likelihood very soon of supplies of package currants held in cold storage finding their way into the regular trade channels. So scarce are currants that one local jobber reports the cancellation by a New York importer of some 5,000 cases, which had been booked. One dealer has a carload of raisins now rolling, but these will be absorbed on arrival, as orders are held covering the shipment.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

No Change In Molasses; Supplies Are Light

Montreal.

MOLASSES.—There is little of interest in the market regarding molasses. Few shipments are being received, and with orders coming in, stocks are getting appreciably less. There is little likelihood of any lowering in the market owing to the close stocks in hand everywhere. For the present a fair business is being secured, and prices at which dealers are quoting remain as follows:

	Prices for Fancy, Island	Choice, of Montreal
Barbadoes Molasses—		
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

Shelled Walnuts Up; New Shelled Almonds In

Montreal.

NUTS.—There have been freer deliveries since last week of new nuts, and a shipment of new shelled almonds has just been received by one dealer, with other shipments of various lines on the way. An advance is recorded on shelled walnuts of 2c per pound, making a change from 56c to 58c. There is reason to expect that from now on deliveries of nuts will be better, and there should be an ample supply for the holiday trade. In addition to the lines we have been regularly quoting, we give hereunder quotations on No. 1 Spanish shelled peanuts and on No. 1 and No. 2 Virginia shelled peanuts.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Dismond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1	....	0 17
Peanuts, shelled, Virginia, No. 1	....	0 16
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 56	0 58
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Bean Prices Firm; Some Stock Arriving

Montreal.

BEANS.—The bean market here is without feature this week and sales are being made on the basis of last week's prices in fair quantities. There would seem to be few deliveries from Quebec growers, and one large jobber is buying some of his requirements in the British Columbia and Ontario markets, as deliveries had been hard to secure from near-by growers. Lima beans are very scarce, and few shipments are being received here. There should be an early movement now of the 1917 crop. We quote as follows:

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lims, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice And Tapioca Are Firm And Selling Well

Montreal.

RICE.—The prices for rice and tapioca this week are unchanged. At last week's quotations there is a fairly good movement, and there would seem to be every reason for price maintenance. There is little movement of supplies, and the tendency is to firmness all round. Prices at which jobbers are selling are as follows:

Carolina	10 00	10 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Java Teas In Demand; Black Tea Very Scarce

Montreal.

TEA.—All importers and jobbers report that the tea business is satisfactory and orders are coming in reasonably well. There is every tendency to a firming of prices for all grades, and while stocks here are good, there will be little import for some time. No deliveries can be expected from Japan, in any case, before June next. Java teas are selling well and there is also a good sale for the medium-priced and better grades. Black teas are so high in price owing to scarcity that there is little sale. The recent advance of 2½ cents in ocean freight rates may have a tendency to increase quotations. Prices remain firm and unchanged as follows:—

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Coffee Demand Is Good; Prices Firmly Maintained

Montreal.

COFFEE.—Trade in coffee this week is very brisk and dealers are busy with country orders as well as a fair amount from the city. There has been a considerable amount of business in some quarters against the likelihood of export to Europe if accommodation can be secured. Cocoa is moving very freely and with the prospect of interference with deliveries from overseas there will probably be a stimulus to Canadian makers' business. This, in any case, is very satisfactory at present.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Tapioca Very Firm; Cream Of Tartar Up

Montreal.

SPICES.—The spice market is without change of any consequence since last week. There is a good deal of speculation still as to future supplies, owing to the commandeering of ships. Trade continues fairly good with no real shortage at present and there is a particular firmness in the tapioca market. Cream of tartar is in a strong market with a higher tendency by about 5c per lb., making the quotations 65c to 70c per lb. Cloves are scarce but the demand for these is light. General business has been very good. Prices are as follows:

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tar	0 65	0 70
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb, and for spices packed in tin containers add 10 cents per lb.

Canadian Onions Down; Potatoes Moving Well

Montreal.

FRUITS AND VEGETABLES.—The movement of vegetables this week has been very brisk and the dealers have a big demand for most lines, and potatoes especially are very active. In many quarters it was thought that there would be a scarcity of Canadian onions but later advices have dissipated this fear and prices are easier this week, Canadian being quoted 25c per bag less. Apples are firm with Wealthy varieties selling at $7 bbl. Alexanders are scarce, the price being $6 bbl. Peaches are just about off for this season. Spanish onions are selling this week at $1.50 per small crate, an advance of 50c over last week. Leeks are down to $1.50 to $2.50 per doz. bunches. Cauliflower are cheaper by about 50c per doz.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate	....	5 00
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	....	8 00
McIntosh Red	....	8 00
Alexander	....	6 00
Gravensteins	....	6 50
Cauliflower, per doz.	1 25	2 25
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.	....	5 00
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate	....	7 50
Spanish onions, small crate	....	4 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box	....	1 75
Tomatoes, pound	....	0 20
Horse radish, per lb.	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	....	3 50
Beans, green, bag, U.S.	....	3 50
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watereress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers, Boston, doz.	1 00	1 75
Peaches (Can.), basket	....	1 00
Pears, basket	....	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	16 00

Salmon And Cod Higher; Oysters Are Lower

Montreal.

FISH.—There has been no abatement of the demand for fish. There has been a very popular demand from all parts of the country and supplies are moving out in large volume. The oyster trade has been light, however, and prices on these are less this week by about $1 per barrel. Smoked eels are off the market. Green cod are higher and are quoted this week at $16.00 per barrel. Prawns are now quoted by weight at 32c lb., and shrimps at 30c lb. Red salmon is selling at 18c to 20c and pale at 15c-16c. Lake trout are higher by a cent per pound. Eels are 2c per lb. higher and dore one cent. per lb. Revised quotations are as follows:—

SMOKED FISH.		
Haddies	0 12	0 13
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		$12 00
Salmon (Labrador), per bbl.		23 00
Salmon (B.C. Red)		25 00
Sea Trout, red and pale, per bbl.		18 00
Green Cod, No. 1, per bbl.		14 00 15 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		11 00
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 25
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 45
Prawns, lb.		0 32
Shrimps, lb.		0 30
Scallops		3 50
FRESH FROZEN SEA FISH.		
Halibut	20	22
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	....	10
Salmon, Red	18	20
Salmon, pale	15	16
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 15	0 16
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	12 00
Malpeque oysters (med.), bbl.	....	11 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 15	0 17
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

ONTARIO MARKETS

TORONTO, Nov. 14.—Price changes in grocery lines were numerous during the week, comprising such articles as shortening, washing powder, chocolate, blended jams, mustard, maple syrup, catsup, brooms, washboards, peanut butter, jelly powder, soaps. Toilet paper has declined in price. There is a continued good demand for package cereals through wholesale houses, it being asserted that consumers are putting in a stock in some instances to meet their needs for some time in the future. The Food Controller has thrown another bomb into the ranks of wholesalers in that he has sent out an order forbidding the bringing in of lima beans that were purchased at a price greater than 11½c per pound at California points. The Food Controller asserts this was the price set by the United States Government, whereas local importers state the United States Government purchased at 12½c per pound. This order may mean that cancellations will be made, as the beans have mostly been contracted for on the basis of 13c at California points. Business is reported good.

Sugar Situation Is Worrying Through

Toronto.

SUGAR.—With each day and week as the end of the year approaches there comes less chance for a sugar famine in Canada. As a matter of fact refiners seem to have the situation fairly well in hand and are managing things so that there will in all probability be no actual shortage. Supplies of sugar are coming into this market each week and although they are not as large as in normal times at this season of the year, still the fact is evident that the supply is not shut off entirely. One candy manufacturer who had been forced to close for a time as a result of being unable to get sugar received some supplies during the week. Canadian beet root sugar is now being manufactured at the three factories at Kitchener, Wallaceburg and Chatham and these stocks are reaching the Ontario market as rapidly as cars can be obtained. In the United States some 12,000 tons of sugar that were held for export have been released to be used in the

regular refining channels. This will afford a measure of relief to the Eastern United States. The Western beet sugar has not been available to any extent in the Eastern United States owing to the shortage of railway cars. In the West, however, there is plenty of beet sugar available and the situation in that district is much improved. Toward the end of December the new Cuban crop should begin to come on the market and the general situation will then have permanent relief. Canadian refiners continue to quote on the same basis as last week. It is reported the Food Controller has given orders that the jam manufacturers be given a fair share of the available sugar supplies in order that the manufacture of this commodity for use of the soldiers may proceed.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	....
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Broom Corn Poor; High Prices Inevitable

Toronto.

BROOMS.—From one of the leading commission merchants of broom corn in Chicago advice has been received by a local manufacturer of brooms to the effect that the broom corn crop raised this year is the poorest in quality that has been raised for a long time. Predictions are not made as to the trend of the market in the future but the statement has been made that already $500 a ton has been paid for a crop of Illinois corn. In speaking of the situation this firm of commission merchants says as follows:

"There is one thing we would like to impress on you. The quality of the broom corn raised this year is the poorest we have had for a long time. There will be the greatest scarcity of hurl you have ever seen. There will be more red corn than usual. Broom corn sold now for hurl is really not more than long self-working. You will have to make your brooms shorter this year than ever.

"It is hard to believe the true condition in broom corn this year unless you have seen for yourself. But we have seen ourselves and we are telling you the absolute truth about conditions. We can scarcely believe that with the large amount of poor stuff in the country present high prices can be maintained. We are, however, through prophesying and will take the future as it comes. $500 a ton has already been paid for a crop of Illinois corn."

In explanation of the term "hurl" it should be stated that this is the grade of corn that is usually used on the outside of the broom. "Long self-working" corn is the grade that is usually placed in the centre of the broom. Prices quoted at Chicago at the present time range from $400 to $484 per ton when duty and freight is paid to this market. These prices are considered prohibitive by some manufacturers who are are not purchasing at the prices quoted.

Washing Powder Down; Chocolate, Mustard Higher

Toronto

WASHING POWDER, MUSTARD, CHOCOLATE.—A reduction of 60c per case was recorded in the price of Gold Dust washing powder, making the price of 5c and 10c sizes now $5 per case. Large size remains unchanged, 25's medium being quoted at $2.60 per half case, 50's small at $2.60 per half case. Cowan's Diamond sweet chocolate has been advanced 2c and is now quoted at 30c per pound. Crisco has been advanced 40c per case and is now quoted at $10.65. MacLaren's Imperial mustard has been increased in price, small size now being quoted at 80c dozen, medium at $1.15 and large at $1.75, fluted tumblers at $1.15. Gem lye has been withdrawn owing to the inability of manufacturers to secure raw materials. Pride of Canada maple syrup has been advanced, gallon tins six to case now being quoted at $12.60, half gallons 12's at $14.20 case, quarter gallons 24's at $15.55, quarts 24's, at $13.90 and pints, 36's, at $11.85. Wheatine has been advanced 98's to $6.25 per bag and 18/5's to $7 per bag. Lea's cream salad mustard is now selling at $1.20 per dozen. Homemade catsup in quarts has been advanced to $2.75 per dozen. Brooms is another of the lines to register an advance. K1 selling at $8.75 dozen, K2 at $8.50 dozen, KX at $7.25 dozen, Square Deal at $9 dozen, Sterling bamboo handle at $8 dozen, Extra carpet at $9.50 dozen.

Jelly Powder And Toilet Soaps Up

Toronto.

JELLY POWDER, SOAP, TOILET PAPER.—Red Weather jelly powders have been advanced and in less than six dozen lots are now being quoted at $1.25 per dozen. In 6 to 11 dozen lots, $1.20 dozen; gross lots at $1.15 dozen; three gross lots, $1.10 and five-gross lots at $1.05. Wagstaffe's mincemeat in 28-lb. pails is now being quoted at 15c per pound. Infant's Delight soap, regular size, has been advanced to 70c per dozen and guest size to $2.40 per dozen. Master Mechanic tar soap is now quoted at $1.25 per dozen and Baby's Own soap at $1.15 per dozen. Toilet paper has declined in price and one grade is now being quoted at $3.85 per case. Wilmar peanut butter 24/6-oz. jars are now quoted at $1.90 dozen. Laing's table sauce has been advanced to $1.90 per dozen. Johnson's freeze-proof in 5-lb. tins is quoted at $1.35 per tin. Y. & S. licorice 48/5c has been advanced to $1.90 per carton.

Molasses And Syrups Maintain Firm Tone

Toronto.

MOLASSES, SYRUPS.—There is no intimation of any easier feeling in the market for molasses. Stocks are difficult to obtain from first hands and supplies on the local market are not heavy. When available spot stocks are cleaned up there is every likelihood that higher prices will prevail. One brand of cane syrup in 2-lb. tins, 2 dozen to case, was advanced 50c, making the range of prices now $5.30 to $5.75 per case.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	....	0 86
West India, ½ bbls., gal.	0 48	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Car Shortage Still Limiting Dried Fruit

Toronto.

DRIED FRUIT.—There is no relief in sight yet so far as getting sufficient supplies of dried fruit from the Coast are concerned. The situation in that quarter is if anything more acute and sellers at the Coast have pooled their interests and placed the matter in the hands of a single traffic manager. There are very light supplies of dried fruit rolling and importers are unable to get forward the amount of stocks that are ordinarily available for distribution at this season of the year. Now that the season for heavy consumption is approaching there is a certain amount of uneasiness lest arrivals should be held up indefinitely. There is a firm situation in nearly every line of dried fruit, and particularly so in candied peels. Fancy muscatel seeded raisins are now completely sold up at Coast points, while prices on choice seeded muscatels have been withdrawn until December 15. This will make it impossible to secure fresh, seeded raisins for next fall and prices will in consequence tend to firmness on all seeded raisins. One car of prunes reached the local market during the week. Prunes showed a higher tendency during the week by ½c per pound on some sizes. Australian currants are now quite generally quoted at 27c per pound, an advance of 3c per pound in some quarters.

Apples, evaporated	....	0 23
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 26	0 35
Orange	0 28½	0 29
Citron	0 35	0 38
Currants—		
Filiatras, per lb.	....	....

Australians, lb.	....	0 27
Dates—		
Excelsior, pkgs., 3 doz. in case	4 65	4 85
Dromedary dates, 3 doz. in case	5 25	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	0 08½	0 09
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	....	0 17
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 13½	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 13
70-80s, per lb., 25's, faced	0 12¼	0 13
80-90s, per lb., 25's, unfaced	....	0 11¾
90-100s, per lb., 25's, faced	0 10½	0 11
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11½	0 12½
Seedless, 12-oz. packets	....	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	....	0 13½

Blended Jams Again Advance In Price

Toronto.

CANNED GOODS.—Another advance has been recorded in the price of blended jams which now makes the price of 2's, $3.95 per case, 4-lb. tins 65c per tin, 5-lb. tins 79c, 7-lb. tins, $1.10 and 30-lb. tins 15c per pound. There is a very firm situation in blended jams of all kinds with the prospect that there will not be any available whatever by March of next year. The situation is caused through the scarcity of apples. Other lines of canned goods held in steady position, with the exception of pumpkin which in some quarters was quoted at $1.95 per dozen for 2½'s, which is a decline of 5c per dozen. Crop of pumpkin is reported fairly good.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	3 85
Sockeye, ½s, doz.	....	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	3 25	....
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 75	1 90
Peas, early June	1 80	1 92½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	....	3 25
Corn, 2's, doz.	2 35	2 40
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	....	2 50
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 15
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits. Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Great Britain Now Getting Good Tea Supplies

Toronto.

TEAS.—According to the London *Times*, the situation with respect to tea in the British Isles will be greatly improved in the near future. This paper is authority for the statement that the shipments from Northern India in June of this year were 7,000,000 pounds and in July 8,250,000 pounds. Shipments from Ceylon to Great Britain in corresponding months were 7,000,000 pounds and 2,500,000 pounds. In August Northern India shipped 17,000,000 pounds and Ceylon 3,750,000 pounds. During the month of September, India shipped 18,000,000 pounds and Ceylon 6,500,000 pounds and for the month of October, India shipped 28,250,000 pounds. This latter figure is well up to pre-war average. The total receipts of tea from Northern India during 1913, the last complete year of peace, were 197,500,000 pounds and from Ceylon 112,000,000 pounds. This information that the British public is now receiving somewhere near normal supplies of tea will effectually put at rest the reports that the embargo is likely to be raised on the import of teas other than British grown. Tea men in this district in some instances were of the opinion that should the embargo be raised considerable quantities of teas now held in Canada might find their way into Great Britain as the nearest source of supply. Locally there has been a good inquiry for tea and prices held steady during the week. It is reported that the Canadian Government is now in the market to purchase 1,100 chests of tea, which would be approximately 110,000 pounds. The value of this purchase would be in the neighborhood of $45,000.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Chicory Orders Cut Down By 25 Per Cent.

Toronto.

COFFEE.—Dealers in chicory have been advised that their orders will be restricted to the extent of 25 per cent. In other words they will be able to get only 75 per cent. of the amount they ordered. Production in Quebec did not turn out as well as anticipated. Prices of chicory are firm in consequence, with some dealers not caring to dispose of any of their stocks in a retail way. High cost of tins for ground coffee is becoming a problem for dealer to meet. Tins that formerly cost less than 2c each now cost 6c each. Coffee in the primary market was easy in tone with intimations in some quarters that lower prices might be a possibility.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Are Scarce And Prices Firm

Toronto.

SPICES.—A rather peculiar situation developed in cloves in the primary market during the week where stocks were reported very small and hard to obtain. Some dealers in the New York market showed a certain apprehension over the situation and gave evidence of wanting to clear out their stocks before high prices left them on their hands. For this reason they made some sacrifices in price. Locally there is practically none obtainable for less than 60c per pound. Mustard seed is firm and inclines higher. The market for spices of all kinds is unsettled with a strong undertone to the situation owing to the lightness of stocks at primary points. French pure cream of tartar is high in price and hard to obtain, while American high test is practically out of the market.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	....	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 36	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test	....	....
2-oz. packages, doz.	....	1 25
4-oz. packages, doz.	....	2 25
8-oz. tins, doz.	....	4 25

Demand For Rice Light, But Tendency Is Firm

Toronto.

RICE.—Wholesalers report the demand for rice has not been heavy within recent weeks, but with the approach of winter it is expected consumption will show improvement. High prices have operated to cause a slowness in demand, together with the fact that people ate considerable quantities during the past spring and summer when potatoes were so high in price. Now that potatoes are again available at reasonable prices the demand has been on these vegetables. The conditions in the primary markets for rice continue very firm. Higher prices were recorded in some quarters on fancy Japans, at $10.50 to $11 per hundred, with Japan seconds at $8.50 to $9, an advance of ½c per pound.

Texas, fancy, per 100 lbs	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs	....	0 12½
Siam, fancy, per 100 lbs	8 00	8 50
Siam, second, per 100 lbs	7 75	8 25
Japans, fancy, per 100 lbs	8 50	11 00
Japans, second, per 100 lbs	8 50	9 00
Chinese XX, per 100 lbs	8 00	9 50
Tapioca, per lb.	0 14	0 15

California Walnuts May Not Come Here

Toronto.

NUTS.—There was a firmer tendency in nuts during the week under the stimulus of a better demand and the possibility that in some instances new crop would not be likely to arrive before Christmas. Shelled almonds were in firmer market with an advance of 2c per pound recorded from lower levels. Quotations on California shelled walnuts place them on a higher plane than French nuts and this would seem to effectually bar them from this market for the present season.

In the Shell—		
Almonds, Tarragonas, lb.	0 20½	0 21
Walnuts, Bordeaux	....	0 20
Walnuts, Grenobles, lb.	....	0 20
Filberts, lb.	0 20	0 22
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Food Controller Now After Lima Beans

Toronto.

BEANS.—An interesting situation developed in lima beans during the week when notification was received from the Food Controller that purchases must not be made in the United States at prices exceeding 11½c per pound, which it was stated was the price established by the United States Food Controller as the price which the United States Government would pay. Between 3,000 and 4,000 bags of lima beans had been purchased by local wholesalers at prices ranging from 13c to 14c per pound at Coast points. This would have meant that these purchases could not be brought into Canada. The matter was immediately taken up with the Food Controller by one of the large importers and it was stated by him that the beans could be brought forward provided the shipper in the United States had a Government export license. It was pointed out to the Food Controller that while the United States Government was in the market to buy beans at 11½c per pound the growers would not sell at that price and that the only beans obtainable were around 13c per pound. It would seem that the Food Controller has given way on the point and intends to allow the beans to come into Canada. A few Ontario beans were in the market during the week and sold at $9.50 per bushel to the retail trade.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	9 50
Can. white kidney beans, bush.	....	8 00
Indians, per bush.	6 00	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Cereals Still Selling Well

Toronto.

PACKAGE GOODS.—Wholesalers report the heavy demand on package cereals continues. Consumers are stocking up and providing against the time when they will be unable to purchase them from the retailers. One large manufacturer of package goods is guaranteeing the wholesaler and retailer against loss, while three other concerns are guaranteeing the wholesaler against loss. Prices of package cereals and starches held steady.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Dried Codfish Is In Advancing Market

Toronto.

FISH, OYSTERS. — Higher prices were made effective on shredded codfish during the week to the extent of 40c per box as the result of announcement of higher prices by the manufacturers, which now makes the range of price $3 to $3.40 per box. Kippered herring is in firmer market with price ranging as high as $2 in some quarters. Fresh halibut is now out of the market and will not be obtainable for some time. Frozen halibut, however, will still be in the market. Fresh lake trout, was in fairly good supply during the week with a good demand reported.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 15
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	....	1 75
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	3 00	3 40
Salt mackerel, kits 15 lbs	....	2 25
Labrador salt herring, barrels	....	9 75
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	....	0 14
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Haddock, fancy, lb.	....	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	....	0 10
Haddock, heads on, lb.	0 08	0 09
Cod, market, heads on, lb.	0 08	0 09
Mackerel, lb.	0 14	0 16
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, per lb.	0 08	0 09
Pike, lb.	0 10	0 12
Whitefish, lb., fresh	0 13	0 15
Trout, lb., fresh	0 12	0 14
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 30	3 50
Blue points, bbl.	....	11 00
Malpeque, bbl.	14 00	15 00

Apples Show Firmer Tendency; Lemons Up

Toronto.

FRUIT.—There was a firmer tendency in the market for apples during the week and some grades were quoted 50c per barrel higher. Baldwin's No. 1 were quoted at $7, an advance of 50c. Greenings were also up 50c per barrel at $7. Bananas were firmer at $2.50 to $3 per bunch. Verdilli lemons also were higher in price at $8 per case. Peaches, plums and grapes of homegrown varieties were practically off the market. Quinces in 6-quart baskets were quoted from 35c to 40c per basket. Pears ranged from 30c to 50c per basket for Ontario varieties. Some pomegranates from California were in the market and were quoted at $3.50 per box.

Apples—		
California, boxes	2 15	2 65
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Greenings, No. 1, bbl.	....	7 00
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Starks, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	4 50
Tree run	....	5 00
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Grapefruit, Jamaica, case	4 25	4 50
Do., Florida, case	4 50	5 00
Porto Rican, case	5 00	5 50
Oranges—		
Cal. late Valencias	4 25	4 75
Lemons, Verdillis, case	....	8 00
Cal., case	....	....
Vegetable marrow, bbl.	1 50	1 75
Peaches—		
Ontario, 6-qt.	0 30	0 35
Do., 11-qt.	0 40	0 60
Pears, Cal., box	4 00	4 50
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Porto Rican, cs. 30-36s	6 25	6 50
Pomegranates, per box	....	3 50
Cal. grapes, Malagas	2 75	3 00
Almeira grapes, keg	6 50	9 00
Emperor grapes, keg	5 00	5 50

Potatoes Move In Upward Direction

Toronto.

VEGETABLES.—There was a steadily firm upward movement in the price of potatoes during the week, quotations ranging from $2.10 to $2.25 per bag. There is still a scarcity as farmers are inclined to hold out for higher prices. Radishes were in the market and were quoted at 25c to 30c per dozen. Cabbage in barrels were quoted at $2. There was a stronger tone in the market for Spanish onions, quotations being made as high as $6.50 per case. Fairly good supplies of celery came to the local market and were quoted up to $4.50 per case. Hothouse tomatoes were also available at 30c per pound for No. 1 and 25c per pound for No. 2. Demand for vegetables was light.

Beets, bag	0 75	0 85
Brussel sprouts, quart	....	0 15
Cauliflower, doz.	1 75	2 00
Cabbage, Canadian, doz.	....	0 50
Carrots, bag	0 85	1 00
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	4 50
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, doz.	....	1 25
Mushrooms, 4-lb. basket	....	3 50
Onions—		
Spanish, crates	....	6 50
Spanish, half crates	3 25	3 50
Do., Canadian, 75-lb.	....	2 75

Do., American, 100-lb.	....	....
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	2 10	2 25
Sweet, hamper	2 00	2 25
Spinach, box	0 60	0 75
Green peppers, basket	1 00	1 25
Red peppers, 11-qt.	1 00	1 25
Tomatoes—		
Hothouse, lb.	....	0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 13. — The West was in pretty bad shape as regards supplies of sugar last week, although everybody seemed to be convinced that the situation would ease off before long, and that there would be sufficient sugar going around until new stock arrived. Jobbers were giving their customers until December 1 to wait for fresh supply to come in, and supplies on hand were distributed so as to go all around. The following prices are being quoted, some of these being changes. Brier tobacco 10s is now 86c lb., and 4½s 85c. Mica axle grease 1s $5.85 case; 10s $1.10 each; 25s $2.30 each. Diamond axle grease 1s $5.25 case; 10s 85c each. Sour and chow pickles 25c size now $2.15 dozen; sweet, $2.25. Connor's Herrings, tomato sauce, 1s $8.10; ½s $5.60 case. Kippered herrings 1s $8.10. Schepp's cocoanut ½s 35c lb.; ¼s 36c lb.; ½s and ¼s assorted 35½c lb. Cake boxes 36½c.

Difficult To Get Sugar In Winnipeg

Winnipeg.

SUGAR. — The situation as regards sugar was very critical last week and it was stated that there were few wholesalers in Winnipeg who could make deliveries. The reason for this was said to be chiefly lack of cars from the East. Peru sugar was offered on Winnipeg market last week, but did not excite any interest on account of uncertain deliveries.

California Raisins Easy, Yet Prices Guaranteed

Winnipeg.

DRIED FRUITS.—It was stated that an easiness had been noticed in the raisin market in California, one of the reasons advanced for this being that wineries were not taking as many grapes, and they were being used as raisins. A local broker said that this easiness has not reached Canada yet, and that the market here is firm; also that this easiness is probably due to unloading by outside packers. He further draws attention to the fact that the Association have guaranteed prices until the end of December. The dried peach market continues very firm, and they are difficult to buy in California. Prunes continue upward, packers having paid a cent and a half more than opening prices. Apricots are firm and advancing. Movements from California are very poor, due to the car shortage.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 11½
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb.	0 08½
90-100s, 25-lb. boxes, per lb.	0 10¼
80-90s, 25-lb. boxes, per lb.	0 10½
Apples—	
Cal. fcy., faced, 50-lb. boxes, lb.	0 23
Pears, choice, 10-lb. boxes, faced	0 16½
Apricots—	
New, choice, 25's	0 23¾ 0 25
New, choice, 10's, per box	2 48
Peaches—	
Choice, 25-lb. boxes	0 13 0 13½
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 21 0 22
Dates—	
Hallowee, 68-lb. boxes	0 18 0 20
Fards, box, 12 lbs.	1 75 2 30
Raisins, California—	
16 oz. fancy, seeded	0 12⅜
16 oz. choice, seeded	0 11⅞
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09⅞
Raisins, Muscatels—	
3 crown, loose, 25's	0 11¼
3 crown, loose, 50's	0 10⅞
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10½
3 crown, loose, 10-lb. boxes	0 11
Figs—	
Mediterranean, 33-lb. mats	0 07¼ 0 08
Peel—	
Candied lemon, boxes, lb.	0 22 0 22½
Candied orange, boxes, lb.	0 25 0 26½
Candied citron, boxes, lb.	0 30 0 30¼
Cut mixed, 7-lb. boxes	0 28½

New Grenoble Walnuts Arrive On The Market

Winnipeg.

NUTS.—New Grenoble walnuts have arrived in New York and are being offered on this market at a price that would cost the dealer about 25c per lb. in shell. Stocks are reported to be limited.

NUTS—IN SHELLS.		
Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.	....	0 15½
Fancy roasted, fresh, lb.	....	0 17¼
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton		0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15
NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 45
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 59
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.		0 14½

Brazilian Coffee Now Tending Upward

Winnipeg.

COFFEE.—The market in Brazil has been advancing, the raw bean having gone up fifty points. As is well known, the Brazilian Government have been buying in very large quantities to help growers, and have pretty well cleaned things up. They are stated now to be in a position to buy at a price to cover cost of production. This applies to Brazilian coffee only. Mild coffees are still weak.

First Grade Oleo To Retail 33c to 36c

Winnipeg.

MARGARINE. — The order issued by the Government, making the day on which margarine could be sold November 15th instead of November 1st, prevented local stores from making sales as soon as expected. This, however, allows brokers more time to perfect arrangements for bringing margarine in, and dealers may expect a good supply. One broker who secured the agency of a very large American packer, stated this week that if margarine came into the market in anything but first grade it would be a failure, as lower grades would turn the public against it. He stated that first grade margarine should cost the consumer 33c to 36c, and this would show the dealer a fair margin. A large American manufacturer who was in Winnipeg last week stated that he did not think they would ship any of the lower grades into this market.

Tea Cheap, But Transportation Difficult

Winnipeg.

TEA.—Brokers state that tea in the primary market is very reasonable, but that the cost of transportation is almost prohibitive, and the difficulty of securing bottoms is getting more acute every day. Winnipeg wholesalers have bought well, and to-day they possess good stocks. If this were not so, the trade in Western Canada would be paying ten cents a lb. more, says a local shipper.

Black, Bulk—	
Broken Pekoe, No. 964, ½ chests, per lb.	0 36
Broken Orange Pekoe, No. 948, ½ chests, per lb.	0 40
Broken Orange Pekoe, No. 10, chests, lb.	0 40
Broken Orange Pekoe, No. 752, ½ chests, lb.	0 41

Telling The Dealer How To Sell Package Goods

Winnipeg.

CEREALS.—Retailers in Winnipeg are in about the same position as the wholesaler, that is, they have good stocks on hand, and for that reason are not buying, simply doing their best to clean up what they have. Wholesalers sent out circulars last week to help along the sale of package cereals, advising the dealer that he had until December 31st to dispose of his stock. The wholesalers themselves can continue selling only until November 30. One wholesaler writing to his customers advises them that many purchasers report the consumer buying Cornflakes, Shredded Wheat and other breakfast foods by the case, and urges his customers to do this as much as they can. He further points out that many customers are not aware of the new food regulations, and urges dealers to advise them to buy sufficient to cover needs for a few months. His advice continues as follows: "Be sure that you do not overlook the importance of gauging your stock when making new purchases. Do not over-buy. Make sure your sales efforts are followed up by increased orders. Sug-

(Continued on page 45.)

FLOUR AND CEREALS

Feed Flour Higher; Feed Oats Up 2c.

Montreal.

FLOUR AND FEEDS.—There is an enormous demand here for all grades of flour, and the difficulty of dealers is that of meeting the demands made upon their supplies. There is consequently a delay in making shipment of many orders, and sorting business keeps coming along well. It will be noted that feed flour is much higher this week, being quoted at $70 to $75 per ton, against last week's quotations of $61 to $62. There is a general interest upon the part of the dealer and the consumer with the miller in hearing some news from Ottawa, which has been so long deferred. The 24-pound bag of flour has become very popular here, and is selling freely.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	70 00	75 00
Feed oats, per bushel	....	0 84

Cereals Are Firm; Business Keeps Brisk

Montreal.

CEREALS.—There is a brisk movement for all lines of cereals this week, and prices are firm in every line. It seems that while United States millers are able to secure a large amount of corn, the Canadian millers are handicapped a good deal. Some considerable business is being done, but future supplies of corn are very uncertain and deliveries are few. The amount of business obtaining here is even larger than ever, the demand from the country being particularly good in a sorting way. This is true especially with regard to rolled oats and cornmeal.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	5 00	6 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 00	5 25
Oatmeal, granulated, 98 lbs.	5 00	5 25
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 20	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Buying Reported Good

Toronto.

FLOUR.—There is a good buying movement under way in flour, which millers assert has been caused by the fact that dealers have allowed their stocks to get low in anticipation of announcement of a fixed price by the Food Controller. Now that it is apparent that no definite announcement can be expected for some little time, probably not until about December 1, it has been necessary for users to take care of their needs. Millers still assert that there can be no material reduction in price, as the mills, through the competition for business, will see to it that prices are held down to comparatively small margins, especially when the price of wheat is fixed. There was no change in the established price for wheat. Prices for both Ontario winter wheat flour and Manitoba flour remained unchanged.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	- 10.15	- 10.35

Rolled Oats, Corn Flour And Hominy Higher

Toronto.

CEREALS.—The lower quotations on rolled oats were moved up during the week under the stimulus of a heavier demand and scarcity of oats, making the range of quotations from $4.35 to $4.60 per bag on rolled oats, and $5 to $5.40 on oatmeal. Corn flour was in firmer tone, with an advance of 25c per 98-lb. bag recorded, making the selling price to the retail trade $6.50. Hominy grits and pearl hominy were increased in a similar proportion, and were also quoted at $6.50 per bag. There was a firm tendency on corn products, due to the difficulty of getting supplies. Some millers report corn is coming forward slowly after delays occasioned by licensing system. Other millers have not been as fortunate in getting their shipments through, and their supplies are dwindling in consequence. A better demand is reported on all bulk cereals.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	6 75
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	6 00	7 00
Corn flour, 98 lbs.	....	6 50
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.	....	6 50
Hominy, pearl, 98 lbs.	....	6 50
Oatmeal, 98 lbs.	5 00	5 40
Rolled oats, 90-lb. bags	4 35	4 60
Rolled wheat, 100-lb. bbls.	5 50	6 50
Wheatlets, 98 lbs.	5 70	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Continue In Active Demand

Toronto.

MILL FEEDS.—An active demand continues on all mill feeds, some mills reporting they are sold some distance into the future. Prices held steady and at firm quotations. Although farmers are reported to be feeding heavy quantities of shorts and middlings to their hogs, it would seem they are still unable to get sufficient, as packers state hogs are reaching the market in a rather unfinished condition.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$34-$35	$34-$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag		$3.05-3.40

Heavy Demand For Bulk Rolled Oats

Winnipeg.

FLOUR AND FEEDS.—First patents are unchanged, and quoted at $11. Domestic business is very brisk, exceeding that of last year, which was considered a very busy one. It looks as if all Western mills will run to full capacity, taking care of domestic orders along with Government business.

ROLLED OATS.—There is no change in quotations, and all mills are still reporting orders in excess of supply. Some mills report considerable business with the Wheat Export Co. mostly for oatmeal for Great Britain and her allies. There is very little package stuff moving owing to the exceptional demand for rolled oats and oatmeal in sacks; this is not due to the new ruling regarding packages so much as the fact that the demand for bulk stuff is extremely heavy, and manufacturers have very little time for package goods.

FEEDS.—Bran and shorts are still $34 and $38 respectively. There is a scarcity of feed, especially shorts, in the West. This has been so acute that British Columbia dealers are actually importing shorts from American mills to take care of B.C. customers. One large dealer reports importing 200 tons this week, together with other feed stuff such as alfalfa meal and bean meal. That gives some idea of the situation regarding feeding stuffs in the West. Cornmeal is still selling at a high figure.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

PINEAPPLE CROP MENACED

A new disease affecting the pineapple crop of the Philippine Islands has been discovered and it threatens to work havoc on the fruit unless it can be eradicated at once. Officials state that if the new plant disease is allowed to spread and become distributed it may prove a serious menace to the pineapple crop.

WEEKLY MARKET REPORTS

(Continued from page 43.)

gest package cereals to every customer." The following are quotations on package cereals:

Corn flakes, Dominion, 3 doz. case	$3 40
Corn flakes, Kellogs, 3 doz. case	3 60
Corn flakes, Krinkle, 3 doz. case	3 00
Grape nuts, 2 doz. case	3 00
Krumbles, 3 doz. case	3 50
Roman meal, 1 doz. case	3 25
Shredded wheat, 3 doz. case	4 25
Triscuit, 1½ doz. case	2 25
Corn meal, 10-10s, per bale	6 40
Purity oats, 20s, large, per case	4 75
Quaker oats, 20s, large, per case	4 80
Robin Hood oats, 20s, large, per case	4 80
Robin Hood oats, 18s, small, per case	1 75
Rolled oats, 10-8s, per bale	4 40
Rolled oats, 10-6s, per bale	3 50
Wheat granules, 16-6s, per bale	6 40

News From Spain Regarding Olive Oil

Winnipeg.

OLIVE OIL.—The C. H. Grant Co., of Winnipeg, have received the following information from Federico Garret & Co., Malaga, Spain:—

"Regarding edible olive oil, new crop will shortly be available. This commodity was recently placed by our Government on the list of prohibitive exports, owing to the constant rise in values and to the fact that home consumption (olive oil being the staple article of food in the country) was threatened; the feeling generally in most reliable sources is that Spanish ports will not be open again for the exportation of edible olive oils before next December or January.

"We would emphasize the importance of buyers anticipating their business in edible olive oil, owing to the many difficulties of dealing with some on the spur of the moment, especially from the point of view of the tins, in which package we presume most of them will order. Formerly we could get our supplies of these packages in in a fortnight; now we require at least a couple of months, owing to the scarcity of same. And they are always advancing in price, owing to the constant rise in the cost of raw materials.

"As regards prices that will probably rule, we are of opinion that these will be on a high basis during the coming campaign; Spain has to meet the world's requirements and the demand is bound to be enormous. English exchange, too, continues at a low rate, being at a discount at the present time of about 18%, that is, a sovereign is not worth more than about Ptas. 20.50 as against Ptas. 25 at par."

Ducks 24c; Turkeys 30c; Fish Prices Unchanged

Winnipeg.

FISH AND POULTRY.—Fresh salmon was arriving in quantities as large as could be handled, although the demand is not heavy now that the price is so high. Supplies will cease after this week. There is a little fresh halibut arriving, but it is mostly frozen stuff that is selling. All fish quotations are unchanged. Roasting chickens are bringing 22c, domestic ducks 24c, and turkeys 30c.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 09
Whitefish, lb.	....	0 12
Salmon, frozen	....	0 18
Salmon, fresh	....	0 23
Halibut, fresh	....	0 22
Halibut, frozen	....	0 20
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 16
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 13½
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Roasting chickens, lb.	....	0 22
Fowl, lb.	....	0 19
Domestic ducks	....	0 24
Turkeys	....	0 30

Alberta Potatoes $1.25; N.S. Apples Advance

Winnipeg.

FRUITS AND VEGETABLES. — Dealers are still quoting $1.25 for potatoes, but these are Albertas. The quality of Manitobas has been affected by frost. Ashcrofts have been brought in, and are selling at $2.50 per 100-lb. bag. California celery is now selling on a basis of $7.50 per crate 100 lbs. Sweet potatoes are bringing $7.50 per bbl. of 2½ bushels. California head lettuce is down to $1 per dozen. Valencia onions are selling at $7 per case. Parsnips are scarce, but supplies will be in this week, and will bring high prices, probably three cents per lb. Nova Scotia apples have advanced to $6.25 per bbl., the reason given being that the crop is short, and there are very few cars to bring them up. Florida grapefruit is now on the market, bringing $6 per case. There are no Tokay grapes on the market. Emperors are selling at $3.75 per case. Pears are selling at $3 per bushel basket.

Cabbage, lb.	....	0 03
Cauliflower, Cal., doz.	....	2 25
Celery, Cal., crate 100 lbs.	....	7 50
Potatoes, new	....	1 25
Potatoes, sweet, bbl.	....	7 50
Pumpkin and squash, lb.	....	0 04
Carrots, cwt.	....	2 00
Turnips, cwt.	....	1 50
Head lettuce, Cal., doz.	....	1 00
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencia, large case	....	7 00
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Fruits—		
Apples, Nova Scotia, bbl.	....	6 25
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Oranges, Valencias	....	5 00
Lemons	....	8 00
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Grapes, Emperor, case	....	3 75
Peaches, Washington, crate	....	1 25
Grapefruit	....	7 00
Grapefruit, Florida, case	....	6 00

ANOTHER SICK BUSINESS

(Continued from page 29.)

what you need when you need it, on $6.500 as on $9.000 of stock. Second, that your business is increasing so that $6.500 will more nearly conform to normal, average turnover.

Economies Always In Order

The plan of buying a truck to save useless horse feed and upkeep is fine. A truck costs something to begin with, but it eats nothing when not in use.

I hope I have told you something useful, but I am not sure. And I shall be mighty glad to have your further letters on any points of accounting, turnover, profits—or errors of my own.

BANNED?

Could you tell me if the order of the Food Controller, re products of corn, etc., will affect us in the sale of starch and corn syrups?—Weyburn, Sask.

Answer.—The order-in-council among other articles enumerates the products of corn. This would unquestionably include such articles as starch and corn syrups. This is unquestionably the interpretation of the manufacturers of these products. Owing to their nature, however, there is every likelihood that these goods will come under the license clause, and will probably under such license continue to be sold in their present form.

THE RAPID RAISE OF "HURRY-UP" HURLEY

(Continued from page 44)

led $90,000. Three years after the company was organized the profits reached nearly $150,000, and in February, 1902, it sold out to its only competitor at a price that made thirty-eight-year-old Edward Nash Hurley a millionaire.

The sale of the property was attended by an unusual incident. Mr. Hurley took his tools to London to show them off. They "acted well," but the Englishmen were not quite satisfied. Therefore, Mr. Hurley took out a set of the English tools and put them through the same paces he had just put his own through. The sale was clinched. The papers were drawn up and signed. By the sale contract, Mr. Hurley got, besides a cash payment of $30,000 which he cabled to his wife instead of trusting it any other way, a large block of stock in the English concern. Long afterward, he discovered an error in the drawing up of the papers which, technically, made the contract absolutely worthless. But to the credit of the Englishmen, they set the matter straight.

Mr. Hurley to-day is as young as he was twenty years ago. He is blunt and forceful. He is teeming with energy and, while driving himself, also drives every one who comes in contact with him, but withal he is tolerant of other viewpoints than his own. He is heavy set, and still shows signs, both in dress and appearance otherwise, of the wholesome, out-of-doors life and work he did when engineering. His hands are thick and his fingers stubby. When he signs his name to shipping contracts his pen frequently tears the paper. He can't use a fountain pen. They are too frail for those burly hands. The pen points he does use wear out quickly. One pen lasts him little more than a week. His forcefulness is too much for them.

Mr. Hurley's knowledge of shipping is small—or rather it was small when he started. He learns quickly—and thoroughly. He tells the following on himself:

"No, I have not had much experience with things that float. My only experience in that line until I took the chairmanship of the Federal Shipping Board was with a tub on Cedar Fork Creek. Cedar Fork Creek runs through Galesburg and under the streets for several blocks, making it a wonderful subterranean river for youngsters to explore in spare moments. I have sailed many an ordinary wash tub through that tunnel with the other boys of the town."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Nov. 13.—It was fully expected last week that the potato market would break, but it has not. The prices are from $28 to $36. Even selected lowland potatoes bring $30. A slight decline is looked for in onions. Apples are selling remarkably well. Butter is firm. B. C. fresh eggs are still scarce at 75c per dozen and B. C. storage at 58c. Fresh supplies of rice were received during the week and the market is easier. Beans are plentiful. The flour market has been dragging, with no change in prices. In spite of rumors of advances there has been no change in the price of lard. Business for the first fortnight of the month has been light.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 14
Beans, B.C., white	....	0 16
Potatoes, per ton	28 00	36 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	....	0 75
Eggs, B.C., storage	....	0 58
Cheese, new, large, per lb.	....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 13.—Crisco keeps climbing, and a further advance of 40c is recorded, making it now $10.95 per case. Rolled oats declined 15c, but recovered same amount within two days. Further advances are expected. Imperial jelly powders advanced to $12.60 per gross. Siam rice is quoted at $6.75 to $7.50. Tomatoes, two-and-a-halfs, are $4.75 to $5.25. Peanuts are higher, the roasted variety being 18c per sack lots. Welch's grape juice, MacLaren's mustard, peanut butter, and chow chow pickles, in five-gallon pails, are all higher this week. There are no white Japan beans on the market at present. Choice evaporated peaches, 25's, are 15½c.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	6 75	7 50
Tapioca, lb.	....	0 13½
Sago, lb.	....	0 13½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	13 50
Tomatoes, 2½s, standard case	4 75	5 25
Corn, 2s, standard case	....	5 00
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 00
Salmon, pink, tall, case	8 75	9 50
Salmon, Sockeye, tall, case	....	16 00
Do., halves	....	18 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 13.—Business locally is reported very good. Brooms have advanced from one to two dollars per dozen. All lines of brushes have gone up in price from 25c to 50c per dozen. All lines of oils, such as castor and sweet oil are higher. Peanuts advanced one cent per pound and Crisco advanced forty cents per case.

Beans, small white Japan, bu.	....	7 15
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	12 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 00
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 10
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Beans, white, bush.	9 50	10 00
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 45
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	5 40	5 80
Corn, 2s, standard case	....	4 90
Peas, 2s, standard case	4 20	4 25
Apples, gals., Ontario	....	2 55
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 13.—Scarcity of sugar is causing difficulty in securing supplies and the impossibility of filling orders is a disturbing feature of the situation but dealers here hope to tide over the period until the first of the year without actual hardship. Prices are unchanged pending the decision of the Food Controller re licensing package cereals, purchases being made only for immediate use. Purchases of California beans stopped suddenly to-day with the receipt, through Food Control Department, of copy of United States Government circular fixing maximum prices, advocating purchases of supplies only for requirements to the end of November and giving intimation of lower prices. The scarcity of cars preventing shipments make it impossible for California dried fruits to arrive in Maritime Provinces before the first of the year instead of November with the exception of small lots. Another drop in potatoes during the week was followed by a raise to the same figure, owing to a firmer tendency arising from early cold spell hampering shipments. The supply is good but the outlook for winter prices is that they will be not less than the present which is $4. The markets were practically unchanged during the week. Yellow eyed beans advanced from $9.50 to $10. Messina lemons are higher at $7 to $7.50.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 55
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 30	0 30½
Lard, compound	0 24	0 24½
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 00
Cream tartar	0 64	0 66
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Tomatoes, Ont., basket	....	1 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	7 00	7 50
Oranges, California, case	4 00	4 50
Grapefruit, case	6 00	7 00

PRODUCE AND PROVISIONS

Hog Market Steady; Lard Goes Higher

Montreal.

PROVISIONS.—The quality of live hogs being received here continues to be very poor indeed. Receipts for the week are light again and there is little promise of improvement. There is a big decrease from last year in this respect. Bacons, dry salt meats, and cooked meats remain unchanged, while there has been a tendency to higher prices for lard and shortening, which some are quoting at ¾c per pound higher all round. We quote as follows:—

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27½	0 28¼
Tubs, 60 lbs.	0 27¾	0 28½
Pails	0 28	0 28¾
Bricks, 1 lb., per lb.	0 28¾	0 29½
Shortening—		
Tierces, 400 lbs., per lb.	0 22½	0 23½
Tubs, 50 lbs.	0 22¾	0 23¾
Pails, 20 lbs., per lb.	0 23	0 24
Bricks, 1 lb., per lb.	0 25	0 25¾
Hogs, dressed	25 00	25 50
Live	17 75	18 00

Poultry Demand Good; Receipts Are Light

Montreal.

POULTRY.—There is a fair movement of poultry here, but receipts of dressed poultry from the country are very light. This is partly due to the unfavorable condition of the roads, which the farmers do not care to travel. The quality of what comes in is rather poor, owing to the higher prices for feed. The receipts of live poultry are better and as the weather improves and becomes colder there will probably be a larger movement, both of live and dressed poultry.

Poultry—		Dressed
Old fowls	0 23	0 26
Chickens, milk-fed, crate fattened, lb.	....	0 28
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	....	0 28
Turkeys (old toms), lb.	0 30	0 32

Storage Eggs Moving; New-Laids Are Scarce

Montreal.

EGGS.—There is very little of note this week in the egg market. Interest has been aroused in one respect with regard to export, and accommodation has been secured for the shipment of from 5,000 to 6,000 cases, overseas, by some export firms. Few new laid eggs are obtainable and these find their way into local retail channels for the most part. Trade generally is fair and the poorer grades, in the absence of fresh stock, are being gradually moved.

Eggs—		
New-laid (specials)	0 52	0 54
Selects	0 46	0 48
No. 1's	0 43	0 44
No. 2's	0 42	0 43

Cheese Demand Is Fair; Receipts Are Lighter

Montreal.

CHEESE.—The cheese market is unchanged. Receipts continue to be very light as compared with a year ago, and many factories have already ceased mking. There is no change to report from last week's quotations, and at these prices there is just a fair movement. The prices asked for cheese undoubtedly have a real effect on curtailing demand and this will perhaps be less this season than during the average fall period.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Receipts Light; Tendency Is Higher

Montreal.

BUTTER.—There is no interesting feature in connection with this week's butter market. The supplies coming forward are just about ample to meet the local demand. The prices asked have changed little, but there is a decided firmness in the market all round. Choice prints are real scarce and very little of this finds its way here. We are quoting "best grass-made creamery" and "best grass-made creamery (choice)" this week. Prices are as follows:

Butter—		
Creamery prints (fresh made).	0 44½	0 45½
Creamery solids (fresh made).	....	0 45
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	....	0 40
Best grass-made creamery	....	0 46
Do., choice	....	0 47

Honey Quoted Higher; Maple Sugar Up 2c

Montreal.

HONEY.—The movement of honey is small owing to a limited supply. There has been a normal demand the past week, but stocks are depleted and with little hope of their increasing soon. There has been a tendency to higher prices and dealers are inclined to hold firm on the following quotations:—

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 17
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 19½
Clover, 60-lb. tins	....	0 19
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Bacon Shows A Firmer Tone

Toronto.

PROVISIONS.—There was a firmer tendency in roll bacon during the week when one large dealer moved the price of quotation up 1c per pound, which makes the range from 29c to 31c per pound. The arrival of live hogs during the week was somewhat light and those that did reach the market gave evidence of being unfinished. This affected the amount of products, particularly of lard, that was available. There has been a good demand on barrel pork, some concerns reporting that they are oversold on this product. Prices for barrel pork were firm and an advance of $1 per barrel was recorded in mess pork, and a similar amount on pickled rolls. Dressed hogs and live hogs held unchanged in price.

Hams—		
Medium	....	0 30
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 29	0 31
Wiltshire (smoked), per lb.	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	....	0 28½
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 44	0 50
Shoulders, roast, per lb.	0 37½	0 47
Barrel Pork—		
Mess pork, 200 lbs.	51 00	52 00
Short cut backs, bbl., 200 lbs.	55 00	56 00
Pickled rolls, bbl., 200 lbs.	51 00	52 00
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	....	17 00
Live, fed and watered	....	16 75
Live, f.o.b.	....	16 00

Pure Lard And Shortening Up ½c

Toronto.

LARD, SHORTENING.—A very firm market prevailed for pure lard and shortening during the week. Raw materials in the shape of fats and oils were decidedly strong. There is a good demand for both lard and shortening, with light receipts reported. One large concern is not selling any lard for immediate shipment and will only quote on the basis of 28c in tierces for December shipment. In the shortening market there was an equally strong position with

a temporary embargo reported on raw materials coming from United States. It is expected this situation will clear up in the near future. Shortening was firmly held at an advance of ½c in some quarters, making the range of prices 24c to 24¾c per pound on tierce basis.

Lard—		
Pure tierces, 400 lbs., per lb.	0 28	
Shortening, tierces, 400 lbs., lb	0 24	0 24¾

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Licenses For Sale Of Margarine Not Issued

Toronto.

BUTTER.—As yet the licenses for the sale of margarine have not been issued by the Dominion Government, although the majority of the commission men put in their applications last week. It is understood that all the licenses will be issued at the same time and that they will, in all probability, be forthcoming in the very near future. Dairy butter is exceedingly scarce as nearly all supplies are being consumed at country points before reaching the larger distributing centres. Fresh made creamery prints are somewhat scarce as much of the milk supply is being used in manufacture of condensed milk and similar products. There is still a lot of storage creamery butter available, but the price in this commodity is holding up well by reason of the higher cost at which it was placed in storage. No export space has been available as yet and this affected the storage creamery toward an easier tone, prices being down 1c to 1½c per pound.

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.	0 44	0 45
Dairy, prints, lb.	0 38	0 40

Storage Eggs Down 1c; Market Still Weak

Toronto.

EGGS.—There was continuance of the weakness in the market for storage eggs during the week and prices were down 1c on No. 1 storage. New-laid eggs, however, are very scarce and prices are accordingly firm with an advancing tendency. Consumption of eggs is light and export is nil, as space is not yet available. Reports from the United States indicate the stocks of storage eggs at the first of November amounted to 2,886,000 cases as against 2,241,000 cases to the corresponding date last year, showing an increase of 645,000 cases. In butter there is also an excess in the United States over the same period last year, the amount in storage up to November 1 being 70.571,000 cases as compared with 68,556.000 cases last year, an excess of 2,015,000 cases. Some eggs from the United States are being sold in the local market.

Eggs—		
New-laids, in cartons	0 55	0 56
Storage selects, ex-cartons	0 45	0 47
Storage, No. 1, ex-cartons	0 43	0 44

Cheese Factories Finishing Season's Make

Toronto.

CHEESE.—Some of the cheese factories are reported to have finished their make of the season and production of cheese is expected to decrease from this time forward until production starts for next year. There has been no change in the price of cheese although there has been expectation that the Cheese Purchasing Commission might raise the price above 21¾c per pound. There is no indication that the Commission intends to raise the price. Expectation has perhaps been fostered by the wish on the part of the producers that it might be higher.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Live Ducks And Turkeys Firmer

Toronto.

POULTRY.—Higher prices were offered for live ducks, turkeys, hens, and spring chickens during the week. Live roosters and hens under 3½ pounds weight were lower in price. There were fairly good arrivals of spring chickens in some quarters, but some dealers asserted they were not getting enough for their requirements. Live ducks were quoted up to 16c per pound, turkeys at 18c for old birds and 24c for prime young birds. Roosters were quoted down to 13c per pound. Hens over 5 pounds were quoted from 18c to 19c for live birds and at 13c for hens under 3½ pounds. United States prices on poultry were higher and this had a strengthening effect on the local market.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-0 16	$...?-0 20
Geese	....-0 13	....-0 18
Turkeys	0 18-0 24	0 23-0 28
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens, dressed	....-....	0 22-0 25
Ducks	....-....	0 22-0 25
Chickens	....-....	0 26-0 28

Maple Syrup Shows Considerable Advance

Toronto.

HONEY, MAPLE SYRUP.—Maple syrup showed a decidedly firm tendency during the week and higher prices were recorded. No. 1 gallons, six to case, are now quoted at $11.70 per case; No. 2, half gallons, 12 to case, at $12.25 per case; No. 3, quarts, 24 tins to case, $12.25 per case; No. 3, quarts, 12 bottles to case, $5.50 per case; No. 4, pints, 24 tins to case, $7.20 per case; No. 4, pints, 24 bottles to a case, $6.40. One gallon tins, six to case, are quoted at $13.50 per case, while 5-gallon tins are quoted at $10.50 per tin. In barrels of 25 or 40 gallons the price is $2 per gallon. Clover honey continues to show an upward tendency, in some quarters 5-lb. pails being quoted at 23c per pound.

Honey—		
Clover, 5 and 10-lb. tins	0 20	0 23
60-lb. tins	....	0 19
Buckwheat, 60-lb. tins	....	....
Comb, No. 1, doz.	3 00	3 50
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Do., 16 oz.	....	3 25
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	11 70
No. 2, half gal. tins, 12 to case	....	12 25
No. 3, quart tins, 24 to case	....	12 25
No. 3, quart bottles, 12 to case	....	5 50
No. 4, pint tins, 24 to case	....	7 20
No. 4, pint bottles, 24 to case	....	6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Expect Lower Price On Live Hogs

Winnipeg.

PRODUCE AND PROVISIONS.—Because of the embargo on live stock, receipts of hogs last week were light, and the market consequently advanced to $15.75. With heavy runs anticipated this week, lower prices are expected. Provision prices have been firm, but are unchanged, with the exception of back bacon, on which there is a shortage; prices have advanced slightly. The pure lard market has advanced a half cent to 26c. Butter.—Creamery prices are unchanged, and jobbing trade is quiet. There is no movement in dairy butter. Eggs.—The market is unchanged, and current receipts light. It is estimated that 2,500 cases of storage eggs were shipped East during the week, with further orders on hand pending boat space. Cheese is unchanged.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 38
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26½
20s	....	5 60
Cases, 5s	....	16 43
Cases, 3s	....	16 50
Lard, Compound—		
Tierces	....	0 22
Tubs, 50s, net	....	11 13
Pails, 20s, net	....	4 70
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

DRASTIC REGULATION OF PACKING INDUSTRY

(Continued from page 21.)

portance to Canada, would be practically thrown away. Then, too, if the set price for Canada were not the same as the United States, the Canadian packer would be at a still further disadvantage. Canadian packers had been compelled to go into the American market for supplies, and this business had meant great things for Canada, because all the actual work of processing had been done on this side. If this were made impossible through the difference of the conditions existing in the two countries, it would be a very considerable blow to Canadian trade.

Escaped from Germany

AN escaped prisoner tells the story of his fearful experiences in Germany in MACLEAN'S MAGAZINE for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

Canadian Finances After the War

WILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

Back from the Arctic

WILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November MACLEAN'S the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

Slackers and Conscription

WHAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November MACLEAN'S?

The Nation's Business

THIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

Sketches of Trench Life

By Gunner McRitchie

MCRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in MACLEAN'S MAGAZINE. They're interesting and good.

The Late Sir Mortimer Clark

BEFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for MACLEAN'S an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

A Complete Novelette

By Peter B. Kyne

HIS story in the November MACLEAN'S is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in MACLEAN'S—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

A MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

Hendryx and Oppenheim

SERIALISTS

"THE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by MACLEAN'S.

MACLEAN'S MAGAZINE

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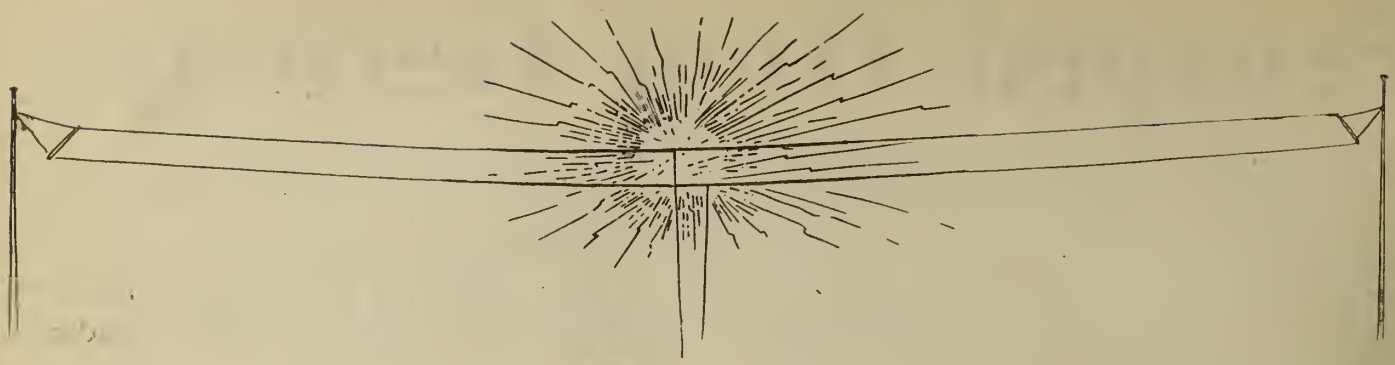

GET QUICK ACTION

IT is logical that the more select business men who read of your wants the greater chance you have of getting them supplied. Send out your S.O.S. call by a condensed ad in CANADIAN GROCER—the paper most interested in your business. It will be heard from the Atlantic to the Pacific.

THOUSANDS of the best grocers in Canada subscribe to and read CANADIAN GROCER every week. These grocers have PROGRESS as their motto, and they are living up to it. Consequently they must watch every avenue that is likely to contain opportunities for them, and the WANT AD PAGE is one of the avenues.

THIS Want Ad Page is open to you to voice your wants effectually and economically. Why not take advantage of it whenever you are in need of something?

The following list will perhaps suggest a few of your needs:

Position Wanted	**Store Fixtures For Sale**
Position Vacant	**To Buy Store Fixtures**
Business For Sale	**Goods For Sale**
To Buy Business	**To Buy Goods**
Agents Wanted	**Salesman Wanted**
Agencies Wanted	**Miscellaneous**

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H.P. SAUCE

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MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

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Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

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AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatchewan—The H. L. Perry Co. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

The new season's pack is a splendid line of delicious goodness that surpasses, if possible, our previous quality record.

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Dime	$ 1 05
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6-oz.	2 15
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F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

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"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars. 1f oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
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Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

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½ Pts. Delhi Epicure	$1 75
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Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

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Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins. per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 15
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 29
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30

Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 89
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 95

What Your Customer Likes Best

is a jelly powder she **knows must** be good. She shies at the task of figuring out possibilities of success or failure with a product she knows little about. Instead of wasting precious time on explanations, let the Shirriff reputation close quick sales with

Shirriff's *Jelly Powders*

The Shirriff name has for years stood for quality. The women know that Shirriff's jelly powders *must* be good. They *are*.

They make many varied desserts. There is a full line of delicious fruit flavors. Once tried they are always asked for instead of having to be sold; that is our experience.

If you do not sell Shirriff's, order a case or two now and watch your sales grow.

Imperial Extract Company - Toronto

Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

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Delectaland, Watford,
England.

Freeman's FOOD PRODUCTS Watford

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

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Wholesale distributers in every territory. Ask Them

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

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Always Worth While

MARSH'S Grape Juice

Let us send you, prepaid, a five-case lot of this Pure Concord Beverage.

Try it out. See how well it sells. Note the boost it will give your profits. Then ask yourself if you can afford not to sell it.

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CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

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Terms net 30 days

Eagle Brand, each 48 cans	$8 75
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Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge, Clover Brand, each 48 cans	7 25

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St. Charles Brand, Hotel, each 24 cans	6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand. Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.50.
Boneless Pigs' Feet—1s, $3.50.
Roast Beef—½s, $2.90; 1s, $4.00; 2s, *$8.85; 6s, $34.75.
Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.
Cambridge Sausage, 1s, $4; 2s, $8.00.
Boneless Pigs' Feet, ½s, $2.50; 1s, $3.50; 2s, $8.50.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.
Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, venison, ¼s, $2.00.
Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12.00; 2s, $15.50.
Ox Tongues, glass, 1½s, $14.00; 2s, $17.00.
Mincemeat in tins, 1s, $2.70; 2s, $3.80; 5s, $12.00.
In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
In Glass, 1s, $3.25
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals. 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Pork and Beans, Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup, $1.75.
Clark's Chateau Concentrated Soups, 13 kinds, $1.25.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
Canadian Boiled Dinner, 1s, $2.50.
English Plum Puddings, ½s, $2.45.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz.tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15

	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

Sunset Soap Dyes

It's Easy to Sell Food to Hungry Men

—and it is just as simple to sell Sunset Soap Dyes to thrifty women. These wonderful dyes are rapid sellers because they meet the ever-present demand for non-fading dyes that can be satisfactorily used at home. Simple and cleanly; practical and economical. A big find for your customers; fast profit-makers for you.

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Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

HEINZ

Canadian-American Food Products.

57 VARIETIES

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Principal Factory, Pittsburgh, U.S.A.

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will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

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We are offering the best value in Rice on the Canadian market to-day.

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Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.11

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case.	5.25
20-lb. tins, ¼ doz. in case.	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.35

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case.	5.75
20-lb. tins, ¼ doz. in case.	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes.	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s. ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars). 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb boxes	0 58
Walnut, 9s	0 70

Mr. Bruce's Counsel

SPECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

Recently we sent you a subscription covering the delivery of THE FINANCIAL POST to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information invaluable to any traveling representative of any firm.

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

IN effect, THE FINANCIAL POST represents a Current Events Club, met weekly for the consideration and study of current affairs in Canada in relation to itself and the world at large. It represents the assembly of many, many surpassingly well-informed contributors who discuss intelligently, lucidly and proportionately, Canada's public and business affairs. No more stimulating and worth-while paper is published in Canada for the man who wants to be able to talk confidently, at the club, luncheon, board meeting, business council, public meetings, about Canadian public affairs.

THE price, $3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

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The Financial Post of Canada

.....1917

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Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

WHAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened. With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

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"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one." *The John Bird Co.*

"It is a very fine book and we have occasion to refer to it many times." *Kimball Bros. Co.*

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."
Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer." *E. T. Smith Co.*

"A very attractive looking book and one which we should think every groceryman would be glad to own."
E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

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S. G. Hunt, Twin Mountain, N.H.

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M. N. Doubleday, North Dana, Mass.

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Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."
S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."
H. S. Young, Norwichtown, Conn.

"A fine instructive book."
O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."
L. N. Perreault, Attleboro, Mass.

PRICE $10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER

TORONTO, CANADA

New Lemons

First shipments to hand.

New Crop

Almonds and Filberts.

A large variety of

Apples

Boxes and Barrels.

Finnan Haddie

and other sea fish coming in car lots.

Whitco Brand

Ciscoes

Packed in 15 lb. boxes.

Very Tasty.

Weekly Price List Mailed to Any Responsible Dealer.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

Is Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

FREE FROM BENZOATE OF SODA
Sterling
TOMATO CATSUP
CONTAINS NO COLOURING OR ARTIFICIAL PRESERVATIVES
PREPARED BY THE T.A. LYTLE CO. LIMITED TORONTO.

Do your customers like good catsup?

You can satisfy the most particular people with the delicious purity of

Sterling Tomato Catsup

Its goodness is guaranteed. No preservative—no artificial coloring — nothing but the positive purity that has made Sterling Products the favorites of hard-to-please housewives.

See that your stock is well displayed.

T. A. Lytle Co., Limited

STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

GOODS FOR SALE

FOR SALE—MULTIGRAPHED FORM LETters, for effective collection of slow accounts. Order just what you require of each "strength." Wording and punctuation correct. Sterling Brannen, Fredericton, New Brunswick.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENing for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

FIXTURES FOR SALE

TWO WALKER BIN COUNTERS, WALKER bin shelving with 3 run of drawers, computing scale, refrigerator, coffee grinder, cheese cutter and oyster container. Practically new. Fine opportunity. Write, wire or phone. Rosedale Grocery, 1064 Yonge St., Toronto. Phone N. 5205.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.
Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS
(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM.
FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.

HO-MAYDE

Bread Improver,

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Western Agents,
C. & J. JONES,
WINNIPEG.

HO-MAYDE PRODUCTS CO., - TORONTO

SPOT CASH
FOR
Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH
WELLINGTON

JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER
143-153 University Ave.
TORONTO, ONT.

KING GEORGE'S NAVY

CHEWING TOBACCO

will put your tobacco sales on a firm footing

And tobacco selling is a money-making line that every grocer should carefully consider.

People there are in every community who are "strong" for a real, good Chewing Tobacco such as King George's Navy. They like the palate tickling goodness of King George's Navy. A first purchase brings them back for more and clinches their tobacco trade for the King George dealer.

Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Oh, Canada!

Our boys at the front are doing **Nobly.**

Are we doing our best to

BACK OUR BOYS?

Have **You** made up your mind to

BUY WAR BONDS

to the limit?

"Carry On" Canada

Walter Woods & Company
HAMILTON - ONTARIO

A Victory Bond Salesman

Your continued good business depends upon Canada's prosperity.

The sale of our grain, beef, bacon, munitions and manufactured articles to the Mother Country and our Allies is what is making Canada prosperous.

But our Government must assist in financing these purchases, and at the same time provide funds amounting to one million dollars a day to meet our own War obligations.

To get money for these purposes Canada is now offering Victory Bonds for sale.

It is your duty, therefore, first of all, to

Buy Victory Bonds

Yourself—just as many as you possibly can.

Then BOOST VICTORY BONDS—explain to your customers why they must buy them.

A VICTORY BOND is the safest investment in the World for you, and yields 5½%.

CANADA'S VICTORY LOAN
1917

Space contributed by

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

Daily Capacity
27,400 Bags of 98 lbs.

SUPPORT THE VICTORY WAR LOAN

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, NOVEMBER 23rd, 1917 No. 47

The War Can Only Be Won By a Combination of Men and Money

The greatest—most efficient—and devoted patriot army could not fight a day without money and the support of those things which money will buy.

Our soldiers must have food, clothing, arms, munitions and transport, or be vainly sacrificed in battle.

So, no matter how brave our soldiers may be, nor how self-sacrificing they are, unless *we* back them freely and generously with *money*, their bravery and their sacrifices will be all for nothing.

Money is the *coupling pin* between Canada's *fighting men* and *victory*.

Buy Victory Bonds

Space donated by Connecticut Oyster Co., Limited

OYSTER SPECIAL

In view of the scarcity of poultry and the extremely high prices that will prevail during the Xmas Season, you will be well advised to lend all possible prominence to oysters.

The power of suggestion should be taken full advantage of. Do not overlook the opportunity escalloped oysters afford. It is a very tasty, inexpensive dish, and easily prepared.

CONNECTICUT OYSTER CO., LIMITED

"Canada's Oyster House"

50 Jarvis Street Toronto, Canada

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.

KING GEORGE'S NAVY

CHEWING TOBACCO

keeps the men coming back

Right there is the big advantage of selling King George's Navy regularly. It's a "repeater"—a daily "repeater" that keeps the cash register ringing merrily and builds up better business.

Get a supply of King George's Navy from your wholesaler. Show it in your store. Let the men know you are selling it and it will sell — good and strong.

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Victory Bonds

KEEP BUSINESS BRISK

This war is costing Canada a million dollars a day. This is a daily cost of 12½c per capita, or a monthly cost of $18 per family. To ask every man, woman and child to pay 12½c each day or every family to pay $18 per month, would be ruinous.

It is obvious that the only way to get the money necessary to carry on the war is to sell Bonds, the retirement of which will be spread over a term of years.

Canada's prosperity depends on keeping our factories busy with war orders.

Every merchant in Canada therefore should buy Canada's Victory Bonds.

When You Buy a Bond

You make an investment as safe as any in the world—a Canadian Government Bond.

You enable the Allies to continue buying in Canada. You give your personal pledge that Canada is in this war to the end.

You help your own business by helping Canadian business.

You are therefore a patriotic citizen and a good business man, when you

Buy Canada's Victory Bonds

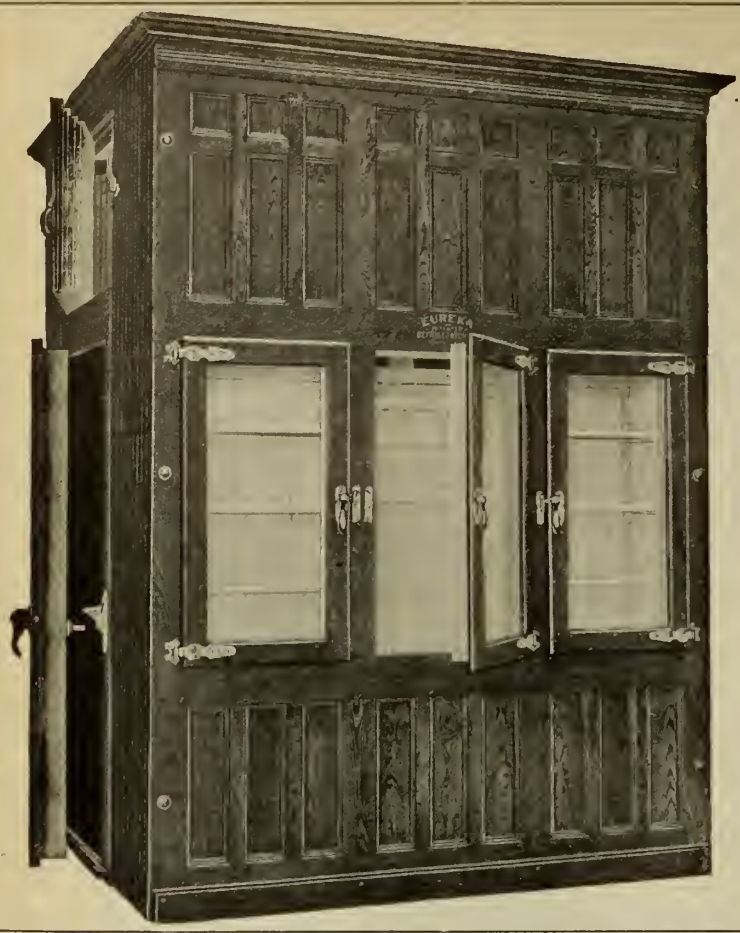
This Space Contributed by

BORDEN MILK COMPANY, LIMITED

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



EUREKA

The Eureka Patented Refrigerator is so constructed that it keeps Fresh Meat (in an unfrozen state) longer and purer than any other refrigerating device yet discovered.

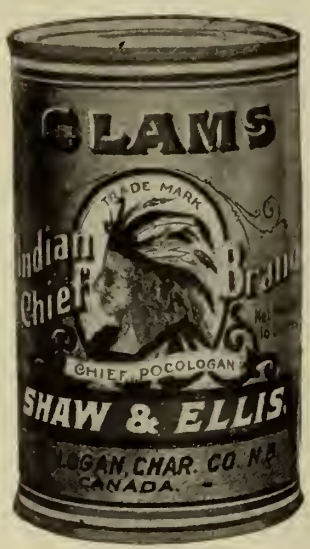
Science has failed to discover a device, a preservative, a substitute, or an equal of any kind. For 31 years the Eureka has been Canada's (perishable) Food Controller. Every butcher, the Food Controller, and every one interested in the preservation of meats should investigate for themselves.

Write for catalog or information.

Eureka Refrigerator Co.
LIMITED
Toronto, Canada
11 Colborne St. Phone, Main 556

Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS



The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.

Packed by
SHAW & ELLIS
Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

A National Duty!

Yes—that's what it is for you and I—and for every man and woman in Canada to-day.

It is our duty, certainly, but it is not such a sacrifice, after all, this lending of our money to the nation at a handsome interest. It is **Intelligent Economy** as well as a Patriotic Duty to

Invest in the Victory Loan

Hardly less important at this time is the necessity of stocking, displaying and selling food stuffs that are nutritious, economical and entirely British-made.

Foremost among such lines is the famous

H.P. SAUCE

Noted everywhere for its unusual selling record and for its splendid customer-pleasing qualities.

Two good resolutions for every keen Canadian Grocer just now—

Buy Victory Bonds and Sell H.P. Sauce.

W. G. Patrick & Co., Limited

Importers

Head Office:
51-53 Wellington St. W.
TORONTO

Western Branch:
166 Market Ave. E.
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

Griffin's Seedless Raisins

Make them a feature of your displays—they'll pay you well.

Wholesome, Nutritious and Clean—they satisfy everybody.

You can sell them by the dozen.

Absolute purity coupled with an irresistible fine fruit flavor have given Furnivall Jams first place in the estimation of good housewives everywhere.

Stock now and profit from the growing demand.

FURNIVALL-NEW, Limited
Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatchewan—The H. L. Perry Co. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buy Victory Bonds

Because:

—You are a Canadian
—You want to help Canada to be prosperous
—You want to help win the war.

Buy Victory Bonds

Because:

—They are a safe investment
—You get good interest on your money
—You can sell your bonds any time and get your money back.

Buy Victory Bonds

Because:

—Canada needs the use of your money
—You can spare it
—It is your duty to do so.

If you have not already purchased your Victory Bonds, do so at once—If you have purchased some, go now and buy some more. See that your employes buy some, every one helps. See that each of your clerks buys a bond—help him to do so. Buy one for your wife—buy one for each of your children. Buy to the limit of your ability.

Space Donated by

A. R. WITTALL CAN COMPANY, LIMITED
MONTREAL, QUE.

JAPAN TEA

WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government p hibits adulteration and coloring of Tea.

ON SALE AT ALL GROCERS

One of our sales-creating consumer ads.

That quality, well advertised, can bring the dealer ever-increasing sales is clearly shown in the case of Japan Tea. Our consumer advertising is being carried on aggressively and extensively, building bigger business for Japan Tea dealers.

The most discriminating tea drinker finds in this natural grown leaf a superior high grade quality —just that little something that makes all the difference between the ordinary everyday tea and a tea of palate tickling deliciousness.

Ask your wholesaler.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents WINNIPEG

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

We offer you the Western Market!

Are you letting the lack of good, aggressive representation deprive you of the growing Western demand?

It's a demand worth connecting with and our selling organization is the connecting link.

With 12 efficient salesmen continually calling on the wholesale and retail trade, we can always give you the representation that spells success.

Give us an opportunity to prove our claims.

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

If you have any cars of
Potatoes, Turnips, Apples, Cabbages
to offer, telephone, wire or write me particulars.

FRED J. WHITE
Fruit and Vegetable Broker
Board of Trade
Toronto, Ontario

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Buy VICTORY BONDS
and exchange them with us for
GOOD BEANS
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted
Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS AND BROKERS
DISTRIBUTION AND SERVICE FROM COAST TO COAST.

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO

WESTERN PROVINCES (continued)

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

Please Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

Before placing your account, get in touch with
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate

Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Did you see the convenient "Enquiry" blank on page 36

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

SEEDED RAISINS

During the holiday season your customers want the best seeded raisins that they can get—They want the SUN-KIST kind.

The housewife has discovered that all seeded raisins are not alike—That SUN-KIST Seeded Raisins have an individuality all their own. They are California's best from Fresno County—packed under a brand of distinction—in a package of individuality and of quality unexcelled.

Cater to the best trade with SUN-KIST Seeded Raisins.

Wholesale distributers in every territory. ASK THEM

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

Give Little Miss Vi a Welcome.

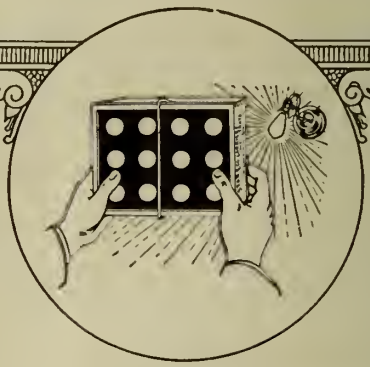
Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 463



The Star System

For Safe Egg Handling

Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

We can show you a dozen other equally as good reasons why you should be using Star Egg Carriers and Trays. Write us.

STAR EGG CARRIER & TRAY M'F'G COMPANY

JAY STREET ROCHESTER NEW YORK

Sales Producers!

Know what real, sound business-getters the Malcolm Made-in-Canada Milk Products are.

Convince yourself through a window or counter display. Let your customers know that you handle and recommend

MALCOLM MILK PRODUCTS

—the only All-Canadian Condensed Milk Company in the market.

Feature their utility and great convenience during the social season. Then your sales will be big and your profits worth while.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

The
MALCOLM CONDENSING CO., LTD.
St. George, Ontario

The only all Canadian Condensed Milk Co. in Canada

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

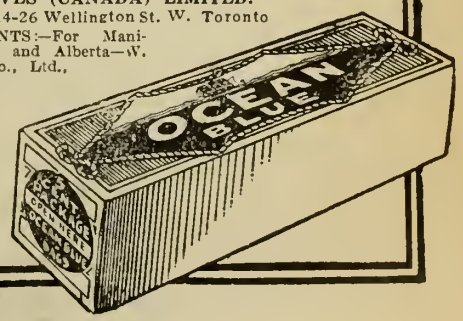
OCEAN BLUE

gives the right kind of "service."

It pleases buyer and seller alike.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg. 14-26 Wellington St. W. Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon. Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Bowes

TRADE MARK

PEANUT BUTTER

A PRODUCT THAT YOUR CUSTOMERS KNOW AND LIKE.

A FOOD OF PROVEN VALUE AND ECONOMY.

SELL IT.

THE PRICES OF OXO CUBES ARE THE SAME AS BEFORE THE WAR

OXO LIMITED, 356 ST. ANTOINE ST., MONTREAL

BRANCHES: TORONTO AND WINNIPEG

MR. MERCHANT:

You want the

Fastest Grinding, Simplest Constructed, Strongest Coffee Mill made in the U.S.A.

Buy an ELGIN NATIONAL and get the above superiorities at the same price or less than you pay for just an ordinary mill.

Your jobber will gladly give you catalog and order for you.

WOODRUFF & EDWARDS, Elgin, Ill.

More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Eggs are Selling at 58c per dozen

A TEN-CENT Package of

"POPULAIRE'S" EGG POWDER

is equal for cooking purposes to one dozen eggs and gives the same results, in fact the difference cannot be noticed in cakes and puddings, etc. Help your customers to reduce the cost of living—

"Populaire's" Egg Powder costs much less than eggs — gives the same results, is much easier to handle and will not go bad.

Write Us for Full Particulars

THE IMPERIAL COMPANY, Reg'd
26 Demers Street, 645 St. Valier Street, Quebec, P.Q.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest.
If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

H.P. SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

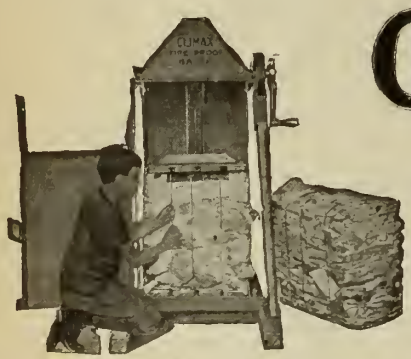
W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF
Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

Two Safe Investments

"McCASKEY" Safe Systems and Victory Bonds

McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

Experienced Help Getting Scarcer

What Can Grocers Do?

With experienced help getting scarcer every day, grocers are finding package goods a great advantage in lessening the labor and trouble of doing business under to-day's trying conditions. Just a case of perfected machinery as against hand labor.

Take the package way of selling Red Rose Tea for example:

The weight is marked on the package. There is no time lost weighing. The grocer suffers no loss of profit through giving overweight.

The package is already done up.

The price is on the package. New clerks will not make the mistake of selling the wrong grade of tea.

Very little shelf space is required to carry a reasonable stock of Red Rose packages. Black, Green and Mixed can be had in a number of grades for a small amount of money. This means quick turnovers.

There is no loss from deterioration or exposure. The sealed package keeps the tea clean, fresh and full strength. The quality of the tea is guaranteed, also the *net* profit. The grocer and the consumer are fully protected by the Red Rose package, which is the real, all round satisfactory way of selling tea.

T. H. ESTABROOKS COMPANY, LIMITED

ST. JOHN TORONTO WINNIPEG

KEEN'S OXFORD BLUE

Always have a Keen display on your counter.

You won't need to "talk" Keen's.

Your customers know it—*"the blue of blues."*

And the returns you'll reap from Keen's popularity will convince you that it's a selling line entirely unequalled.

Maybe your stock needs replenishing?

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Sunsweet—the quality Prune and Apricot

"Nature Favored"

When you stock SUNSWEET, California's *"Nature Flavored"* Prunes and Apricots you take no chances on quality, count or price. One box resembles another as much as two peas in a pod.

In selling SUNSWEET you offer your trade prunes and apricots that have passed the rigid inspection of our own inspectors and that of the State Market Commission of California.

The SUNSWEET brand is a guarantee of larger sales and new customers. Link your store with the widespread publicity that will popularize this brand in every home.

SUNSWEET is the quality brand of an association of over 4,500 members who produce over 75% of the prunes and apricots grown in California. It is an assurance of a bigger and better business for you.

Order from your jobber and write for dealer helps that will help you sell more dried fruits.

California Prune and Apricot Growers, Inc.

SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

CANADIAN GROCER

Vol. XXXI. TORONTO, NOVEMBER 23,.1917 No. 47

Playing Politics With Margarine

What is the Delay? the Natural Question — Order Dated Nov. 1 — Licenses Still Withheld and no Indication When They Will be Granted — The Feeling Grows That There is a Political Aspect to the Delay.

SOME weeks ago an order-in-council was passed setting aside the restrictions that had up to that time existed in Canada against the importation or manufacture of margarine. By the terms of that order-in-council, it was to become operative on November 1. Though that date is some weeks past there is yet no margarine to be had in Canada, and no immediate likelihood of it being obtainable.

What is the explanation? The explanation given is that there are many details to be worked out before manufacturers or handlers can be permitted to deal in the product, and that the questions incident to the granting of the necessary licenses cannot be settled in a moment. That is a plausible enough excuse, were it not for the fact that the matter has been actively before the attention of the public for upwards of a year, and has been under consideration by the government, according to the Food Controller's own published statements uttered a good many weeks before the publication of the order-in-council. Surely in this time the Government has had time to consider every angle of the situation. There is the experience of both Britain and the United States to be their guide, and it seems hard to believe that there are any points in regard to the matter that have not been thoroughly studied. It would either seem that the Food Control Department was hasty in passing the order, or that for some reason best known to themselves they are being tardy in putting it into effect.

The whole question has been complicated in the past by the influence of the dairying industry over the government; apparently the Food Controller's office is not quite free from this influence, else why the delay in permitting the sale of a product long ago made saleable by proclamation?

No Indication of When Licenses Will Be Granted

There are a number of firms who have had their application for license with the Department for upwards of two weeks. The only reply they get to their enquiries is a letter stating that there are many points to be considered which take a good deal of time, that in order that all may be treated alike due notice of the date when licenses will become effective will be given. Up to the present however no indication has come from the Food Controller's Department that there is any immediate likelihood of this announcement being made. It would seem that this controversial matter is being left more or less in abeyance for the time as a matter of political expediency. There is certainly no other reason to account for the delay.

Only Natural Color Margarine Permitted

It is generally understood that only the uncolored margarine or naturally colored margarine will be permitted to be manufactured or sold in Canada. The natural coloring is a result of certain chemical changes in the product owing to a certain quality of oil. This product, while perfectly wholesome in every way, does not grade as high as the uncolored margarine, for the reason that the highest grades of oils will not give this reaction.

On the other hand it is to be remembered that uncolored margarine is not as some people suppose of a lard white appearance. Even the uncolored product is of a creamy white appearance, not so very much lighter than light colored butter. Margarine is composed of practically fifty per cent. of milk or cream, the other ingredients being oleo oil, the product of beef suet, neutral oil made from leaf lard and vegetable oils, either cottonseed or peanut oils. These are the components of all margarine and the proportions and quality of these various ingredients of course decide the quality of the product. They decide also to a certain extent at least the matter of taste. The first grades, made from absolutely first quality ingredients will approach butter so closely in taste that even an expert will be at a loss to decide between them. The poorer grades, while perfectly nutritious and healthy, may have a slight taint, just as the same thing may be noticed in poorer grades of butter. This will not however militate against its wholesomeness as a food.

The Coloring Question the Sticking Point

It is the question of coloring, however, that has been the point of dissension in all legislation dealing with the margarine question, for it is around this question that the differences with the dairying industry have arisen. Margarine manufacturers claim the right to use the same coloring matter that is used in the production of butter. This would seem to be a reasonable enough contention, but all legislation not unnaturally, or unwisely perhaps, tends to give a shade of advantage to the great dairying industry. In the United States, margarine may be sold in an artificially colored state but it entails an extra charge of 10 cents a pound, as this would put the better class product at very nearly the same price as butter, it is a practically prohibitive ruling. It is the custom therefore in the United States to sell the margarine in uncolored state, but to enclose in the package a capsule of vegetable coloring matter, with which the housekeeper who purchases the margarine may color it for herself.

A recent regulation on the matter denies the Canadian manufacturer or importer this privilege. These latest pronouncements on the question are as follows:

"No substance intended for the coloring of oleomargarine shall be imported into Canada in packages containing oleomargarine, and no manufacturer, wholesale dealer or retailer dealing in oleomargarine shall deal in, sell or give away any substance intended for coloring oleomargarine."

Margarine may be sold only in original packages. Small packages must be wrapped separately, and on each label or wrapper "oleomargarine" must be printed or marked as the most conspicuous word. The name and address of the manufacturer, together with the official inspection mark of the country of origin, must appear on all labels, wrappers and packages.

Labels, stencils, or lithographed designs on containers for margarine must be approved by the Veterinary Director-General. The penalty for violation of any of the regulations is a fine of not

less than $50, nor more than $500, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

Certain prospective handlers however, have stated that if they are not permitted to enclose this coloring matter, they will see to it that the grocer is provided with this coloring matter in convenient form.

Selling in Sealed Cartons Advised

It is urged by many merchants that the best results would be obtained by selling margarine in sealed carton prints plainly marked with the name of the product, and making it an offence punishable with a heavy fine for any merchant to dispose of any such carton where the seal had been broken. If such a regulation were in force, and were properly maintained, as is the case with many other products sold by the grocer, then the great argument against the sale of colored margarine, the possibility of its being fraudulently substituted for butter, would be removed.

There would have been little dissatisfaction, however, if it were possible to sell coloring matter with the product, though many persons who anticipate dealing in the commodity fail to see any reason why coloring matter should be permitted in butter and forbidden in margarine. Still they would have been willing to accept this handicap provided they are permitted to adopt the American system of making it easy for the purchaser to give the margarine the more palatable appearance that has come to be associated with the yellow color of butter.

The main point at present is of course to actually get started. There was a feeling of confidence when the order-in-council first appeared that something had actually been accomplished, but now, nearly three weeks after the order was supposed to become effective, merchants are still waiting for some definite understanding of what is required of them, and some permission to actually take advantage of the opportunity offered them Already shipments that were started optimistically Canadawards when the word of the order-in-council was received are tied up on the border. How long they will have to stay there remains to be seen. The natural enquiry of those interested is, "Will it be necessary to wait for another month before anything definite can be done?"

Further Powers for Food Controller

New Order Empowers Him to Set Maximum Profit or Price, and the Units of Weight at Which Goods May be Sold—Setting of License Figure Suggests Possible Action—No Move to License Package Manufacturers to Date.

WHATEVER opinion the trade may hold of Mr. Hanna's activities, he is evidently in high feather with the Government. The latest development in this regard is the largely increased powers vested in the Food Controller to regulate the sale of foods stuffs in Canada, with a view of preventing hoarding or combination and to reduce cost of living. By this order the Food Controller may prescribe the maximum amount of profit, or the maximum price or both to be charged on the sale in Canada, or within any part or parts of Canada of any food or foods, or of any food product or food products. He may, subject to the existing law, prescribe the unit or units of measure or weights to be used in the selling of such commodities, may declare the manner in which food products offered for sale shall be designated, marked, branded or graded, and, finally, may fix maximum amount of any food or food product that may from time to time be bought or sold by any person or persons. For the purpose of the exercise of these powers the Food Controller may forbid manufacturers, wholesalers, commission merchants, brokers and retailers to make or sell in Canada any food or foods unless they first obtain a license from his Department. For such a license the fee is not in any case to exceed $600. Violations of the regulations above set forth will be punishable by a fine of $1.000 or three months imprisonment, or both fine and imprisonment.

This is but making the matter a little more forceful and definite for Mr. Hanna. It would also seem to suggest that some at least of the products for which licenses have been applied will be granted such license. That is as much satisfaction however as the manufacturers of these products have been able to obtain. It is upwards of five weeks since the order forbidding the use of package goods was issued, it is upwards of three weeks since Mr. Hanna promised merchants and manufacturers a speedy settlement of these questions, it is upwards of three weeks since a number of manufacturers have applied for license, and it is upwards of two weeks since they have returned the signed answers the questions sent out by the Food Control Department in answer to this request, and still there is nothing decided. Still the manufacturer has to wait in uncertainty as to whether he will be able to continue in business or not. Mills are doing nothing but the employees must be retained pending some decision and the wheels of the Food Control Department continue to grind so slowly that the grinding is imperceptible, and all the time there is going on a wastage of goods, a wastage of labor and a wastage of activities generally that it will take a great deal of saving to compensate for.

It would seem to be a reasonable supposition, that providing the trade has to face the disorganization of present systems and the curtailment of customary profits, that they should at least be protected against needless hardships and unnecessary disruption of business. There seems to be an unjustifiable attitude that the trade is disloyal and has to be bludgeoned into patriotism. If these things are necessary the trade will stand behind them loyally. They believe however that they have a right to have their side of the question considered without laying themselves open to any suggestion of disloyalty. They believe that the question has not been properly handled and that the burden of public opinion, as well as that of the trade is emphatically of the opinion that there is nothing to be gained and much to be lost by the new proposals.

The new order provides a licensing fee not exceeding $600. Why the fee is necessary remains to be explained. There is little doubt however that no manufacturer would cavil over this point. All they want is action, quick action, and they surely have a right to expect that.

Opinions regarding the package goods order continue to pour in, and continue to bear their burden of proof of the almost undivided opinion against the embargo.

Western Merchants Strongly Opposed

From the West come some strongly worded opinions. "I simply think the whole thing ridiculous," writes W. B. Cort, of Dauphin. "I absolutely fail to see one good thing about it."

Cookes Limited, Battleford, Sask., writes: "We favor the opinion that the order is ill advised, and that it will mean no saving of goods or conservation of supplies."

The Brumhead Trading Co., Brumhead, Sask., write: "The farmers are complaining of the new rule. Their objection to bulk goods is that it does not economize goods to buy in quantities, but rather means more waste, especially for small families."

Quebec Merchant Champions Packages

J. A. Vaillancourt, Scottstown, Que., states: "Package goods are more sanitary than bulk and that is more important than any little saving in price. This action would surely increase the price of bulk goods." Mr. Vaillancourt urges further that it would be the part of good judgment to consult the retail trade in regard to the matter, they being the people who were most conversant with the actual conditions.

Nova Scotia Merchant Calls Bulk Goods Wasteful

Frank A. Walker, Sheffield Mills, N.S., states: "I consider that this action will cause more waste, as besides the stocks on hand not sold by the given date there is always a certain amount of waste to bulk

(Continued on page 34.)

AUTUMN ATMOSPHERE HERE

THIS *effective Autumn window trim was featured by G. F. Grinyer, 2474 Yonge Street, Toronto. Starting from the window floor the display consists of pumpkins, citrons, summer squash, Hubbard squash, green peppers and cauliflower. The sides of the window are decorated with large Hubbard squash and cauliflower decorated with bunches of barley and wheat. Two square baskets of nuts form the next row of the window, with a basket of pears surrounded by snow apples forming the centre of the row. The next row is of package dates, two small baskets of dates, grapes, bananas and grape fruit, two round baskets of large California peaches and a square box of the same. The top row is composed of pumpkins, red cabbage and celery.*

The attractive interior of the J. F. Cairns Store, Saskatoon. Note the presence of price tags, an effective selling method.

Mr. Hanna Empowered to License Mills

Has Power to Regulate Sale, Distribution and Transportation of Mill Products—Another Committee to be Added.

By another order-in-council just promulgated the Food Controller is empowered after December 1, to license every mill capable of producing 100 barrels of flour in 24 hours. Smaller mills may also be licensed at the Food Controller's discretion.

The Food Controller will have full power to regulate the sale, distribution and transportation of these mills. It is the Food Controller's intention to appoint a milling committee to advise regarding these matters. This addition to the already cumbersome machinery of the Food Controller's office calls to mind a story that is current in trade circles. It is said that Mr. Hoover, the United States Food Controller, visited Ottawa and was surprised at the extent of the organization "How many have you got on your staff?" he questioned Mr. Hanna; 227 was the proud response. "How many have you?" I have three," was the answer. The correctness of this story is not vouched for, but it is of interest in view of the ever growing mass of committees, which seem from the outsider's standpoint to be getting nowhere.

Just how serious a matter this regulation will be to the mills effected will depend entirely on the extent to which they are interfered with.

Any effort to actual administer them will almost certainly result disastrously. The milling industry like most others is a highly specialized one. No outsider however well intentioned can be expected to administer them as wisely and as efficiently as the men trained to the work. A wisely selected committee might do something to save any unnecessary complications, but unfortunately the committees chosen are not always the best qualified to deal with the matters in question. Mr. Hanna some time ago announced his intention of appointing a committee to deal with the package goods embargo. This committee, he assured representative wholesalers and manufacturers, would be fully representative of their interests. The committee has since been appointed as was noted in last week's CANADIAN GROCER. If any of its three members are directly or indirectly connected with or interested in the trade, the trade does not seem to be aware of it. It is to be hoped that in choosing a milling committee that they will be men well versed in the business that they are destined to control, otherwise it may prove a very serious blow to a very important industry.

ANOTHER FAR REACHING ORDER

All Food and Feed Stuffs for Export Require License—Some Few Exceptions.

Still another order-in-Council has just been issued prohibiting the export from Canada to any destination abroad other than the United Kingdom, British Possessions and Protectorates, of all food and feed stuffs, fats, oils, soaps, and fertilizers. The idea of the order is, of course, to forestall the possibility of any of these important items falling into the hands of the enemy.

There is a clause, however, that permits the Food Controller to license shipments of the articles referred to "to countries in alliance with Great Britain and having armies in the field."

No blanket licenses will be issued, and all applications must supply full details regarding all shipments. These licenses will not be issued for a period longer than six months.

In the case of exports to the United States the controller of Customs at the point of exit may grant licenses for milk or fresh fish, providing these shipments are not in excess of the usual quantities. Similar licenses will also be issued for the shipment of food grains less than 125 pounds, flour of less than 25 barrels, butter of less than 125 pounds, and other commodities which do not comprise any one article of more than $100 in value.

Goods now loading or in transit will be permitted to pass without license.

"HOW TO GET THE INFORMATION THE CUSTOMER WANTS"

Fourth Address by Frank Stockdale.

IN THIS *Fourth Lecture, Frank Stockdale, the Advisory Counsellor on business system for the United Advertising Clubs of the World, out of his extensive study of business formulates some ideas for finding out what the purchaser wants to know about the goods, and how this information may be effectively used in building business. This lecture is perhaps the high water mark of the series. Behind every selling argument there is some information. Is this information a help or a hindrance to that sale? This is the question that Mr. Stockdale's address will settle for you.*—EDITOR'S NOTE.

THE securing of information which is generally wanted by the customer either in advertisements or from the sales clerk, and the disseminating of that information in such a manner as to bring maximum results in the sale of merchandise, was the subject matter of Mr. Stockdale's fourth address entitled "How to Get the Information the Customer Wants."

"Who wants to secure this information—the advertising man, the sales person, the travelling salesman, the manufacturer, the window trimmer, the man who displays merchandise in the store? All these want information for the customer," said Mr. Stockdale.

Pointing out that advertising applies to all forms of selling, Mr. Stockdale repeated the statement of L. W. Hill of the Great Northern Railway at the St. Louis Convention of the Associated Advertising Clubs of the World to the effect that "anything desirable is advertisable just as anything desirable is saleable."

"I think we assume too often that the customer does not need any information. That is one of the greatest mistakes. We make it unconsciously but we act as if the customer did not need it. Recently the question came up as to whether coal was advertisable. The suggestion was made that people had begun to think of coal in terms of heat units. People had begun to realize that there are tons of coal and tons of coal, the same as we used to think a margin of 30 per cent. was a margin of 30 per cent. We are gradually getting over all these things. They found a salient thing to advertise about coal. When you buy coal for your residence you buy it for warmth and so there is a chance for people to sell warmth and that is coal satisfaction."

Taking milk for an example, Mr. Stockdale asked if this product was advertisable. He mentioned sanitation, but added that this was only advertising service which goes with the milk. "Is there anything you don't know about milk?" asked Mr. Stockdale, stating that a certain milk company found it worth while to use a whole page in the *Saturday Evening Post* to advertise milk.

"There were just two things advertised about that milk and these two things were that the milk was nourishing and that it was cheap. Milk does the work and it does it at low cost—a good basis for milk advertising. That is the same way to advertise coal, and that is what the "customer wants to know."

Turning to the question as to what kind of information the customer wants, Mr. Stockdale brought to the attention of the gathering a method followed in Gimbel Bros.' store of New York.

"They went down into their trunk department and found they were selling lots of trunks to women. They wanted to find out what women wanted to know about trunks. In too many cases we decide what the customer should know and hand it out to them. You will be surprised when you find what the customer wanted to know about trunks. Ninety per cent. of the buyers wanted to know 'whether the locks were strong.'

"They next wanted to find out what the customer wanted to know about children's suits. Did they ask about the material, or colors? Partly, but the great majority asked 'are they hard to iron?' Every woman who has to do that job considers it a logical question."

Turning to the men's suit department, Mr. Stockdale stated that the majority of customers wanted to know "whether the suits would hold their shape or not."

"It is evident we have to get down to a rather minute analysis," said Mr. Stockdale.

"Talking to customers over the counter we too often use technical terms understood by the trade and not understood by the public. One of the keenest managers of a retail store is Miss Ennis of The Emporium, San Francisco. When she talks about hosiery she calls them stockings, and when she talks about millinery she calls them hats. She gets away from technical expressions and she keeps all her advertising right down to common expressions.

"In silks, the customer buys color and they want it every time," said Mr. Stockdale.

At this point he outlined several points which he regarded as fundamental principles in connection with advertising and selling. These points were as follows:

1. "All selling arguments whether on paper or across the counter should be as simple as can be made instead of bombastic.

2. "They should be as specific as possible instead of generalities.

3. "Should be positive instead of negative. Don't tell them what the merchandise 'is not.' One of the big business men in the U. S. gave me this point and in all his sales talk, no matter how many knockers there are, his advertisements are always absolutely positive.

4. "Get real information into advertising—real facts rather than opinions. Don't tell the customer

what you think of the product but give facts. In selling an article in the store, start your sales talk with the customer's interest, not your own. Start with the 'you' appeal.

Mail order houses certainly have the best retail advertising. They invariably start with the 'you' idea, addressing the customer and emphasize his particular use of the merchandise.

5. "Understate rather than overstate in selling. That is the way to keep merchandise 'sold.'

6. "There are certain things about merchandise that are fundamental. These should be repeated until they stick in people's minds. News may be changed but don't try to find a new fundamental fact.

7. "Real ability is liked by customers. One merchant said 'I believe people like ability in the merchant just as well as in the family physician or the attorney. They like to regard the merchant as an authority on his merchandise.'

8. "Sales talk and advertising should be planned instead of hit-and-miss."

Illustrating some of the foregoing points as regards retail advertising Mr. Stockdale stated that of 200 advertisements which he recently judged in a prize winning contest at the Pacific Coast Advertising Convention, 143 contained the word, "Reduced," either expressed or implied.

"Whether you are selling over the counter or through advertising, if you are selling on this plan your salary is not as large as it might be," said Mr. Stockdale, taking issue with this form of advertising.

"It does not take advertising ability to write 'former price $15.00 now $9.98.' I would say to all people interested in retail advertising as long as that dominates your advertising your position will never be a very high salaried position because it does not take ability to do it."

Illustrating by parallel lines that merchandise and price were on a common plane, Mr. Stockdale stated that the man who makes a success is the man who makes the merchandise look bigger than the price.

"There are two ways of doing this," said Mr. Stockdale, "one is to lower the price and the other is to lift the merchandise. If you are lifting the merchandise in the eyes of the customer, whenever you lift the merchandise you, as a salesman, are rendering a service to that customer. The way to do that is to know the merchandise and the customer. Some people know the merchandise but they don't know the customer."

Illustrating this last point Mr. Stockdale cited the case of a hardware salesman, who, though he had a most detailed knowledge of the manufacture of shotguns, failed to make a sale to a certain customer. The customer eventually bought his gun at a store where the sales talk of the man behind the counter consisted of the statement "shoulder that gun, that will 'get him.'"

"That statement carried him," said Mr. Stockdale, "for it was ducks he wanted and not a detailed knowledge of the gun.

"Let us keep in mind what the customer wants and that will help us in lifting the merchandise. The man who makes the sale has a knowledge of the merchandise and knows his customer as well.

MERCHANT'S OWN EXPERIENCES ARE SOURCE OF INFORMATION

"In getting the information wanted by the customer, the merchant should take into account his own experiences as a customer. He should study the use of goods by himself and his own family. Many times you can get the information by studying manufacturers' literature. Manufacturers in many cases analyse the appeal in their merchandise.

"One rug firm I know found out what the customer wanted to know by getting dealers who handled their product to send in their best advertisements. They selected the best of these and published them in a large book. They had the 'dealer idea' of what the customer wanted to know and in bringing their own experiences in they got a series of advertisements of a high class nature. The advertisements appealed to the use of the customer for rugs in the office and the home and gave information on selecting rugs.

"A manufacturer selling high class candies knows that his best appeal is to people who buy candies for particular purposes. Knowing that the most sales of candy were made to young men for their lady friends, the advertisements of one company run along this line—'this candy is bought to make an impression.'

"The manufacturers who are making a success get that selling angle and are able to give a lot of information the customer wants," said Mr. Stockdale, admonishing the merchants not to throw manufacturers' literature away. "I think there is enough information the customer wants that goes into the waste paper basket to give us all that we want."

The arguments used by travelling salesmen were also mentioned as a source for the retail merchant to secure the information the customer wants. "The travelling salesmen have to put up arguments and they should be used in selling to the customer," said Mr. Stockdale. Making the point that salesmen do not always give this information unless it is specifically asked for, he pointed out two reasons why salesmen do not give this information to merchants.

"One reason is that some salesmen do not care anything about holding the merchant and the other is that the merchant is too busy," said Mr. Stockdale, "to listen to the travelling salesman and get the information."

"I am sorry for that merchant, and when he arrives at that stage a better classification for him is 'storekeeper' instead of 'merchant,' because that is one of the ways he should spend his time. The keen, wide-awake merchants do not let the travelling salesmen go by without treating them courteously and getting the information they have."

At this point Mr. Stockdale mentioned the case of a salesman selling hosiery. On his initial trip he was severely questioned by several employees in one store as to the salient points of the line he carried. He was somewhat "peeved" but on returning found that the store had used the information for a great advertising campaign and had cleaned out their stock so that a larger repeat order was necessary.

Turning to the question of "What your sales people sell," Mr. Stockdale stated that one merchant

goes around and asks his sales people about the selling points of their lines. This action he stated not only unnerved the self-conscious sales clerk who knew no outstanding points about the line handled, but gave no information to the merchant which he should wish to incorporate in advertising.

"A great many advertisers want to say something big and sensational," said Mr. Stockdale, "but the information you want and the customer wants can be secured by getting off to one side when your sales person is handling a 'tough customer.' When the sales person puts that sale over he has used some of the information the customer wants and all you want is to become a good reporter and you have it. Study the customer's objection and then overcome those objections."

Mr. Stockdale here illustrated the case of a salesman for the National Cash Register Company who won for three consecutive years the prize for best salesmanship results at the annual convention of the company in a foreign country. The young man's reply as to how he got the sales was that he studied the customer's objections and never let an objection come up a second time without being able to answer it.

"Study the customer, treat him sociably and mix with him in your home," said Mr. Stockdale. "The making of a point of contact is worth while. Study mail order advertising and find out what the customer wants to know. This form of advertising does not have to bring people to the store, but it has to make people sit down and write orders, get drafts from the bank, mail them and go distances to get their merchandise. We do well if we write advertisements that make people come to our store and look at our merchandise."

Illustrating the specific value of certain mail order advertising Mr. Stockdale mentioned the occasion of a visit to a southern town where he addressed a small gathering of about twenty-five retail merchants. On the impulse to try something new he opened a mail order catalog and turned to an advertisement giving eighteen outstanding reasons why customers should purchase an oil heater. The advertisements carried the "you" appeal and the frosty night carried out the setting. When he finished reading the ad. which made a direct appeal to the customer's use for a heater, Mr. Stockdale asked how many wanted to buy a heater. Two hands went up and five others admitted they were much more interested in heaters than they were when they came to the meeting.

In recommending mail order advertisements as a source of securing information for the customer Mr. Stockdale warned that only mail order houses with long standing should be taken as authority, and that "mushroom growth" houses should be avoided as far as advertisements were concerned.

"Study the goods, the customer and advertising," said Mr. Stockdale, concluding his address, "and the meat is in the middle—get the information the customer wants."

Some very interesting and instructive matter was contained in the answers of Mr. Stockdale to certain questions on retail merchandising submitted in writing during the series of lectures. These questions and answers are reprinted herewith:—

1. (Question)—"Can you explain if there is a science or a rule whereby a sales clerk can recognize the psychological moment when to close a sale and have it remain closed?"

2. (Reply)—"I have already answered as regards the science and I will answer and say I don't know any rule for closing a sale. In fact I don't know any rule for judging human nature, but there is one thought I would like to make in regard to this matter. I have talked with several salesmen on the subject as to a rule or even a suggestion as to when is the right time to close a sale. When the sales person does all the talking and leaves the customer to stand and listen and do nothing else, there is no definite opportunity of judging, at least by the customer's actions or words, as to what that customer is thinking; and if you have to depend upon looking at a person to determine what they are thinking you have a real job. The suggestion made by several salesmen is that sales people talk too much in making sales as a rule. The hardest customer to sell is the customer that won't say anything. One salesman's strategy is to stop talking himself and just show the merchandise until the customer speaks up. One reason sales people so often overshoot the mark and fail to know when the right closing time comes is because they get under such high pressure. They get running "on high" and it is hard for them to stop when they reach the right point. I would suggest that you make the customer talk if possible if you want to find when to close the sale."

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2. (Question)—"Do you think business is increased by allowing the customer to make a practice of buying goods to-day, using them and returning next day for refund, the reason being given that the 'goods do not suit'?"

(Answer)—"It is a specific illustration of a store's policy as to whether or not you will allow the customer to take advantage and do what is not honest. It is absolutely not honest on the part of the customer but we find a lot of successful stores that do not base their policy upon the few isolated cases of dishonesty. That applies as well to theft in stores. When I advise merchants to put stock on the counter they do not do it because they think they will lose it, but I have found stores that do so and they have a profit after the customers have taken what they want. If I were a reformer and a customer should take out goods for the purpose of using them and returning them later, I would call that customer on the carpet and tell him what I thought of him. That is if I were a reformer.

"The principle I would like to leave with you in this regard is contained in a very wise saying made by W. H. Wanamaker, who said *"don't sacrifice tomorrow's business for to-day's profits?* If the profit loss is too great you have got to put a check on it. I find merchants' associations and particularly in these times who have put on an educational campaign to get away from this sort of thing.

"The reply of one merchant to this question was 'the customers run my store and I charge them for it.'

"That system is used to a great extent," stated

Mr. Stockdale, who illustrated the point in the following manner:

"One man bought a hay baler and used it for a season, after which he wrote to the mail order house to take it back. The house took it back and investigated the case. They claim that the price of the baler was the best advertising investment they ever made.

"If they are on your side they may be the best advertisement," said Mr. Stockdale, reminding the merchants that "a satisfied customer is the best advertisement."

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3. Question—"What proportion of increased expense, is, in your opinion, due to the demands made by the consumer for expert service and delivery?"

(Answer)—"I cannot state in percentages what my opinion is but we all know that some of the extra cost of doing business is due not simply to 'expert' service but to the service that is absolutely useless to the customer. We know that the customer in the matter of delivery sometimes will have the merchant deliver when it would not inconvenience them in the least to carry home a package, and they must pay for that service. As long as people are able to pay and they want service that is the thing that gives them satisfaction. When they buy, people buy merchandise satisfaction. As a rule people are wasteful. At the present time there may be a chance to lower that expense. Some stores have cut down their expenses already by eliminating some useless service. As to 'expert' service I don't know that there is much being rendered at the present time."

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4. (Question)—"Would more forethought and care in ordering lessen materially this expense?"

(Answer)—"In large cities co-operation has eliminated a lot of this expense and it seems that merchants will first have to eliminate the waste which they themselves are responsible for before they can put on a campaign for the customer to eliminate his waste."

Continuing this question the following query was made:—

"And if so what methods of edueating the consumer would you suggest. What of the various plans to reduce the price of article carried home by the purchaser?"

(Answer)—"We find that we can eliminate some of the expense especially in the grocery business. It is enough in percentages that you can visualize the reduction in price."

"Is there any method by which the consumer can be made to buy in bulk?" was asked in further continuance of the same question.

(Answer)—"The Housewives' League in New York started out to put on a campaign to buy in bulk and they came up against the question of sanitation and the preservation of merchandise. The League turned over to the other side and are now advocating goods in packages instead of in bulk, the standardization of produce and the amount of the product that you get. These three are important reasons for buying merchandise in packages in some cases at least."

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5. (Question)—"Would the retail produce dealers be willing to give free fruit in danger of spoiling to groups of women for patriotic purposes?"

(Answer)—"I would say that one of the best places to get that produce perhaps would be at the wholesale distributing station instead of at the retail store," replied Mr. Stockdale, expressing favor with the plan.

Illustrating the point that the profits in a department with twice the turnover of another were practically double the other's profits, Mr. Stockdale placed on the board the following figures:—

In A department, stock is $19,000 and sales $40,000. In B department, stock is $20,000 and sales are $21,000. It is easily seen that the turnover in one department is twice the other. The profit in A department is $4,500, while the profit in B department is $2,700.

In the discussion which followed the address one merchant asked Mr. Stockdale's opinion regarding the "truth in advertising" of overhead clothing stores which advertise "Use elevator and save Ten."

Mr. Stockdale replied that many of the upstairs clothing stores were making a great success. "It is not that you go "upstairs and save ten" but that they give good value for the money and succeed in spite of the fact that their advertising is poor. In New York the advertising of upstairs clothing stores makes the point that good clothes can be obtained for $15. After the advertising was done on that basis—without mentioning the $10,—the plan was enlarged; so while a man may exaggerate in advertising, if the customers are satisfied they may get by with bad advertising. As far as the truth of the assertion "save ten dollars" is concerned, I don't believe it."

Recalling the case mentioned where 143 advertisements of 200 in a contest mentioned the term "reduced," one merchant asked Mr. Stockdale if he would consider the merchant in advertising that way got any benefit from it and whether or not he would encourage him to do it. Also the question was asked as to whether they were really "reduced" goods or not.

"I think most of them were reduced," said Mr. Stockdale. "It proved that they were using advertising mainly to clean up odds and ends. Most of them took cognizance of their reductions."

"They took a chance?" interjected the merchant who made the query.

"Doubtful things are uncertain always," replied Mr. Stockdale.

"My advice to all," said Mr. Stockdale in conclusion, "is that you find actual examples in your own businesses and then start out to get the principle that will help you to dominate the situation. The way to dominate the situation in the merchandise world is to know where your profits are and where they are not.

"There is only one thing that counts and that is ACTION. Study what you believe to be true and put it into practice when you know it to be true."

Molasses Shipment Puncheon Problem

Wish to be Rid of This Most Unwieldy Container is Father to the Thought of Tank Shipment of Molasses in Bulk—Picturesque Inconveniences of the Time-Honored Puncheon.

Especially Written for CANADIAN GROCER.

OBJECTIONS to the puncheon as a container for molasses during the handling of this product in commerce in Canada are many, but still, somehow, the puncheon persists. Of late there have been suggestions that molasses might better be shipped to Montreal—say—in bulk cargoes, and stored in bulk at the port of arrival to be distributed in smaller containers which would be more convenient to the retailer. Considerable economy, it is believed, would be effected if the system of shipment in bulk instead of in puncheons were instituted.

Puncheon Problems

Amongst the principal puncheon problems are these: The business of delivering puncheons. In city deliveries it is necessary to have at least three men on the wagon that goes out with full puncheons to deliver. In the country it is often a matter of rounding up the whole neighborhood to help take delivery of a puncheon consignment of molasses. Men have been badly hurt more than once, and serious physical strains have been suffered by retailers struggling to stop the ponderous progress of a full puncheon taking its own way off the wagon or into the cellar.

Three Playful Puncheons

There is a pathetic story told of a retailer whose premises were situated at the crest of a long slope of road with a stream at the foot. He had ordered three puncheons of molasses, and they arrived by rail. At the station, with the aid of the whole station crowd, he got his consignment on to his rig, and the team started off on the painful ascent to the store.

Everything went well until the very door of the store was reached. There the available forces were rallied for the task of unloading the rig. The wedging of the puncheons was loosened, and the lashings untied. Then something slipped, the team started, or the puncheons by their own weight got a move on. Before a hand could be raised to stop the catastrophe, the whole three puncheons had leapt one after another off the rig, and were merrily bounding down the long slope towards the brook. There was nothing to do but watch them take their merry switchback trip leaping and rollicking along like a trio of fat jolly good fellows on a spree. They finished up with a mighty bump, the first stove in by the second, and the second knocked into shooks by the third which collapsed amidst the wreckage. The brook ran brown for hours, while the retailer felt blue. His loss was so heavy that he had to be helped out by the wholesaler who had endured a few losses himself through the pranks of the puncheon fraternity, and was sympathetic. But such experiences are bad boosters for the puncheon as a container for molasses.

Cost and Freight Charges

Again there is the question of cost of puncheons and of the freight charges for their weight in addition to the weight of the goods they contain. These are heavy additional items to the cost of the molasses. Empty puncheons are worth from $4 to $5 each and there is always loss of containers through damage in transit or delivery. It costs between $7.00 and $8.00 in freight alone to bring a puncheon of molasses from Barbadoes to Montreal. Then the puncheons have to be carried back to Barbadoes meaning further freight charges though the big barrels are reduced to bundles of staves or "shooks" for shipment back to the island so as to cost less in freight space charges.

This matter of freight space bears heavily on the business of importing molasses from Barbadoes in puncheons as the stowing of a cargo of molasses has to be done with the greatest care, and great quantities of lumber have to be used to wedge the puncheons into place and secure them from movement in a sea-way. This means space occupied with something which is not merchandise, for the lumber has to be carried back and forth to serve its purpose again and again.

Leakage a Source of Loss

Molasses is a peculiar cargo requiring ventilation, and subject to heavy losses through leakage. The puncheons have to be properly assembled from the staves or shooks, and properly "flagged." This flagging is simply the insertion between staves of the flat fibrous substance of a reed or rush which grows in Barbadoes and which serves to caulk the puncheons against leakage. Careless flagging means lots of leakage. Then if the heads of the puncheons are not put in properly there may be leakage in that direction. Molasses is subject to fermentation while on the voyage, and the puncheons expand unless the fermentation gases can escape. The bung-holes of the puncheons are, therefore, fitted with spigots and the spigots are taken out for the voyage to provide ventilation. Unless the puncheons are packed very carefully in the cargo they may work round so as to spill their contents through the spigot holes. This has happened many times, and is a source of serious loss. One estimate even puts the proportion of loss at as high as eight puncheons out of twenty-four in some cases while losses of one or two puncheons are frequent, and a loss of from five to ten per cent. is practically always allowed for.

Railway Difficulties

Transportation of molasses by rail in puncheons is fraught with considerable trouble also. The jolting of the cars is a further cause of leakage if the puncheons are not sound and well stowed. If once they start bumping ever so slightly one against the other there may be much leakage in a long rail trip, and heavy loss. Froth forms on the fermenting liquid during the rail journey and before the customs officers can gauge the puncheons, and calculate the duty payable, the molasses has to be cooled down, and allowed to settle. The necessity for this has led to a difficulty in gauging, and in storing the puncheons during gauging. Railroad companies have found it a messy business to have this done around their yards and in freight sheds, and it is also inconvenient to have the gauging done in the freight cars. Besides the necessity for holding the molasses for a time until the froth clears off and the liquid settles means delay in releasing cars. The matter is one which causes difficulty every season when the importation of molasses comes round.

Bulk Shipment and Storage

As a remedy for the problem of the molasses puncheon it has been suggested that molasses should be shipped in bulk in tank steamers, and pumped into storage tanks at the port of arrival where all customs regulations could be looked after easily and with far less labor than is now occasioned by the puncheon system. That there would be a vast saving of labor and avoidance of loss through leakage, also a saving in freight space and charges, and of trouble generally associated with molasses as at present imported, if the bulk plan were to be instituted, is a view held by men interested. The idea is simply to apply the principle of the oil-tank steamer, oil storage tanks ashore, and if necessary, oil tank cars to molasses as it has been applied to oil. Some molasses has already been shipped from New Orleans in special tank cars for railroad transit. None has ever been shipped across ocean in a tank-steamer: the nearest ap-

proach to bulk shipment of molasses to Montreal that was ever reached was when a schooner from Barbadoes brought her cargo of puncheons from which the molasses had got loose in the hold and the staves and heads of the puncheons were floating around on top of the mess. The whole cargo had got adrift on the voyage, and almost every puncheon had burst and spilled its contents into the hold.

Would Need Special Tanks

Molasses being an edible, and not like oil, would have to have specially clean tanks of galvanized steel to contain it for transit both by sea and on rail. Where now many schooners are engaged in shipping molasses, one well designed tank steamer would probably serve, the tanks being divided off in compartments fitted with pumps as in the case of an oil tanker. Loading and unloading would be very quickly accomplished. From the storage tanks ashore, the molasses could be run into tank cars if for distant transit, or, if for nearer delivery in small quantities, it could be run off into hogsheads which are only half the size of puncheons, or tierces which are about a quarter the size. A puncheon of molasses holds 100 gallons, and at 13 lbs. to a gallon weighs about 1,300 lbs.—far too heavy for easy handling as has been shown.

There are, however, obstacles in the way of tank shipment of molasses. There is the cost of the tank cars and tank steamers; and there is the question of return cargo for a tank steamer to Barbadoes. This might possibly be wheat or flour but there are difficulties about that. Then there is the fact that in shipping molasses from Barbadoes the vessels have to lie off shore while lighters bring the puncheons out to them. It is a long story of labor used extravagantly, for the molasses crop is tanked on the island, and then run into puncheons for transportation. Eventually no doubt there will be bulk shipment to save waste of labor and of goods, but the time is not yet opportune for the change, though the change would be welcomed.

Oyster Stocks in Perilous Position

Unwise Depletion of Oyster Beds, Accompanied by a Failure to Get a Proper Set Makes Future of Oyster Industry Anything but Bright — Suggestion Made That Oysters Should be Sold by the Pound.

THIS year the oyster industry has been faced with an extraordinary scarcity of stock that has forced the popular oyster up to exceptional prices. The oyster industry like many others is affected by the stringent labor conditions, more especially as some of the best oyster territory lies along the Northern Atlantic coast in the very heart of the munition-making area. Oyster openers and oyster workers generally have as a result been at a premium, and naturally the cost of production has been materially increased. But this has not been the only condition that has complicated the oyster business and added to the upward climb of prices.

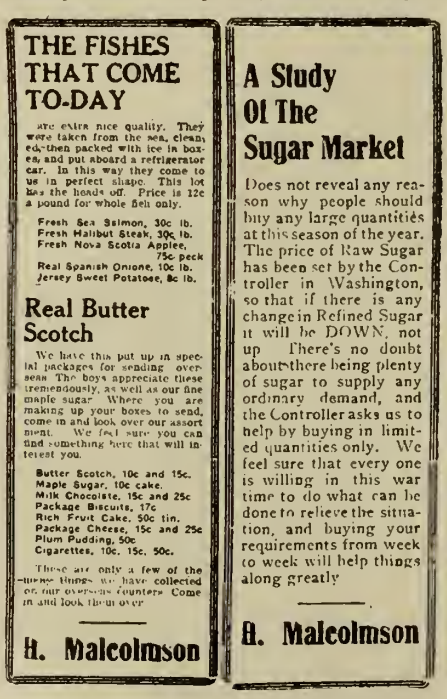
The difficulties of handling led many of the oyster farmers to become rather disgruntled, and as a result they developed a tendency to bleed their oyster beds, taking from them more stock than the beds could afford, and also encroaching on the three year oysters. As a result there has been a great depletion in the supply, a condition that will become more pronounced during the next couple of years. Added to this there has been a failure of the oyster spawn to properly set. No one knows just what the reason for this is, because comparatively little is known of the conditions governing the life of the oyster.

Some Reasons for the Scarcity

The beds were sown as usual with the oyster shells; to the smooth side of which oyster spawn attaches itself, but for some unknown reason the set was very light; to a lesser extent this was true the year before, so that as matters now stand the present year's supply of four-year oysters has to meet the demand of several years, this means of course a great scarcity. This scarcity is rendered still more acute by the fact that considerable quantities of oysters have been shipped to the Pacific coast for seed purposes, added to that Long Island Sound, one of the great oyster habitats, is the centre of a good many naval and military posts and numerous restrictions have been placed upon these waters that have still further decreased the extent of territory available for oyster culture.

All these items taken together account for the unusually high prices that are required to carry on the oyster business. Some handlers have been able to obtain a sufficient supply to cover their probable wants. Others have not been so fortunate.

The worst feature of the case is that the beds have actually been depleted, that is to say that the difficulty is not only the difficulty of a single year, but of a cycle of four years, for it is only in the fourth year that the oyster obtains its full development.


THE FISHES THAT COME TO-DAY
are extra nice quality. They were taken from the sea, cleaned, then packed with ice in boxes, and put aboard a refrigerator car. In this way they come to us in perfect shape. This lot has the heads off. Price is 12c a pound for whole fish only.
Fresh Sea Salmon, 30c lb.
Fresh Halibut Steak, 30c lb.
Fresh Nova Scotia Apples, 75c peck
Real Spanish Onions, 10c lb.
Jersey Sweet Potatoes, 8c lb.
Real Butter Scotch
We have this put up in special packages for sending overseas. The boys appreciate these tremendously, as well as our fine maple sugar. Where you are making up your boxes to send, come in and look over our assortment. We feel sure you can find something here that will interest you.
Butter Scotch, 10c and 15c.
Maple Sugar, 10c cake.
Milk Chocolate, 15c and 25c
Package Biscuits, 17c
Rich Fruit Cake, 50c tin.
Package Cheese, 15c and 25c
Plum Pudding, 50c
Cigarettes, 10c, 15c, 50c.
These are only a few of the many things we have collected for our overseas counters. Come in and look them over
R. Malcolmson
A Study Of The Sugar Market
Does not reveal any reason why people should buy any large quantities at this season of the year. The price of Raw Sugar has been set by the Controller in Washington, so that if there is any change in Refined Sugar it will be DOWN, not up. There's no doubt about there being plenty of sugar to supply any ordinary demand, and the Controller asks us to help by buying in limited quantities only. We feel sure that every one is willing in this war time to do what can be done to relieve the situation, and buying your requirements from week to week will help things along greatly
R. Malcolmson

Timely advertising of the R. Malcolmson store, Chatham, Ont. An effective way of using market information.

Oysters by the Pound

The unusually high price has somewhat militated against the sale of oysters though strange to relate it is the business in the cities that has fallen off rather than in the country. The reason that most handlers give for this falling off is that people do not realize the relative food value of oysters as compared to other products. For that reason, some large handlers are seriously considering the idea of instituting if possible the system of selling oysters by the pound instead of by the quart or pint. That is so selling them to the actual consumer. The pound is the natural measure for most of the goods handled in the store, and it is in terms of pounds and money that most housekeepers judge the food value of what they buy. If then they were buying oysters, and found that perhaps oysters were worth 40 cents a pound, and that beef was selling at 50 cents a pound, there would be some way of gauging the relative food value of the two products, and it is urged that on that basis, owing to the extraordinarily high food value of oysters, they would not be outclassed by many articles that the housekeeper at present thinks of as vastly less expensive. It is a reasonable idea, and one that is growing in favor in regard to many lines of goods that up to the present have been selling by other systems than the pound.

RENEW FRENCH EMBARGO

Information has been received from the American consul general at Paris that the permission to export canned and preserved fruits to the United States and other allied countries in derogation of the embargo has been withdrawn by a Ministerial order of October 13. Special licenses will now be required for the exportation of such fruits to any country.

A French-Canadian Grocer's Inquiry

All Times Are Good Times to Insist on the Observance of Business Rules.

By Henry Johnson, Jr.

HERE is a letter which reminds me of a very old friend who always went to every circus which visited our town. He said he did so delight in watching people do things he could not do! Now, here is a man who speaks and writes two languages. His English, which I reproduce with careful exactness, has faults; but let us each ask himself how he would manage if he were suddenly called upon to write a French letter. Then maybe we shall give due credit to this man who is able to make his meaning indubitably clear in a foreign tongue.

Finally, let us not miss the good sense of the communication and its timeliness.

——— Que., Oct 8, 1917.

CANADIAN GROCER,
Toronto.

Gentlemen,—I have been doing a credit business since 18 years and I have customer that never paid their account in full, others pays every 4 or 5 months and as the wholesale houses are shortening their terms, I was thinking I would make my terms strictly 30 days, and it be understood that all accounts will have to be paid in full every 30 days or it will be closed and I would like you to let me know which would be the best way to go at it and what would be the best notice, if you would give me your reply through your valuable paper you will greatly oblige.

Yours truly,
G— P— J—.

All Times Good Times for Rules

No matter what question may intrude itself as to the advisability of considering cash as opposed to credit, there need never be a question about the proper limitation of credits. No credit deal ever should be made in the grocery business that contemplates longer than 30 days between complete payments. No grocer can afford a longer extension, and no good businessman will continue to do things he knows he cannot afford.

But a "notice"? Here again that old idea sticks out—that all customers must be treated alike. And this in spite of the fact that (1) customers never are treated alike, and (2) that they do not deserve equal treatment. Mr. J ——, in common with all the rest of us, runs bills with various customers for varying lengths of time. He has carried some customers for years without a complete settlement, while others have paid up every 4 or 5 months. Obviously, then, different treatment must be given to all these customers to bring them into one common class of prompt payers. Hence, I say: Serve no "notice" at all.

And think again: Any notice you could devise would be accepted by your prompter payers only. The slow boys would simply conclude that they were exceptions to this rule same as they have been exceptions to all other business rules during all the preceding time. Then you would have to handle them individually. Hence, why not begin the individual work right now?

Cost of Extending Credit

I am of the opinion that it costs about 5% to handle 30-day accounts. I believe that to this cost should be added not less than 2% per month for accounts which drag. Hence, an account 4 months old has cost you 11% and one 5 months old stands you 13% credit-expense. Can you afford any such drag as that? You know you cannot. So what is the logical conclusion?

Surely, that accounts which stand for 60 days and longer stand you a LOSS instead of a gain; and thus, in solid fact, you would be better off not to have that trade. So, if better off without it, wny be so fearful that you will lose it?

Reasoning this way, you may be able to see that while GOOD credit is desirable, and I have always favored it myself, bad credit is no good at all and you do not want it at any price. So it is your business to set your house in order not by throwing out the furniture, nor yet by standing it all in one line, but by fitting each piece into its proper place where it can be put to its correct use. This means that each article must be handled and located separately; in other words, that each account must have specific attention.

How To Go About the Work

Go carefully over all your accounts by yourself, in the quiet of your own office after business hours. Separate them into bad, fair and good accounts. The bad you do not want. The fair must be made good or you also want to eliminate them. The good you want to keep as long as they remain good.

The first step is made easy by conditions known to everybody. Everybody knows the world is short of food. All are aware that prices are high. Each of us knows that bills can be paid only with money. So put yourself in the mental attitude that you must have money paid promptly into your business and that your credit customers must pay it.

Make it your special work to talk to each customer individually as he comes in. If a good account, treat him carefully, but manage to run in some expression of the burden it is to carry a stock on the enhanced values of to-day; how hard it is to pay help on the higher scale, etc. This is just a little psychological suggestion that will help things generally.

If the customer belongs to the bad account class, take the bull by the horns; for remember that every additional cent for which you trust him is probably lost. Try to get the first word and make that a demand for some immediate payment. If he says he'll take his goods home and get the money, suggest that he go and get the money first. Then, when you have got all you can get, or have got nothing at all, STOP THE ACCOUNT right then and there, and take your chances on making collection.

The customer who belongs to the fair class will take the most painstaking work. It must be done deliberately, firmly, tactfully. You want to make these accounts good if you can; and you want to cut them off without loss if you cannot make them good. For if they are unprofitable, even if moderately safe, there is, as I have pointed out, no nourishment in having them at all.

Takes Time, Thought, and Labor

In these cases bring every argument to bear. You have all the solid facts of well known conditions to help you. Impress on them that they must pay each month in full, every 30 days; and add to that payment a sum to apply on past due balances until they are square. Now note:

THE SUCCESS OF YOUR ENTIRE CAMPAIGN WILL HINGE ON HOW YOU HANDLE THIS PART OF YOUR WORK.

It is not an easy job. It takes lots of thought, work, and patience. But you can make it the most profitable work you have ever done. For it is an interesting point in human nature that the customer you make toe the mark is thereby made into a firmer friend. Why? Because he is made to respect you more highly as a business man; and also because the removal of the sense of obligation always operates to make the machinery of trade run more smoothly.

The Scotch proverb is absolutely sound:

"Short accounts mak lang freen's."

Please read a little further on this subject next week.

REGINA CO-OPERATIVE LEAGUE

Citizens of Regina have organized themselves into the Regina Citizens' Co-operative Consumers' League, Ltd. Purchasing of various articles such as coal, fish, and apples will be undertaken at once, the profits from the sale of the articles going to the purchasers. A store will be opened at some time in the future and a regular business conducted. The purchase of one car of apples by an organization apart from the Co-operative League had resulted in the immediate drop in price of apples in the city of from 60c to 1.00 per box. This case was instanced as an example of what can be accomplished by the League.

Will Bacon Prices Be Lower?

No Likelihood That Regulation of Packing Plant Prices Will Have This Effect—Will Curtail Business, and Will Militate Against the Advance of the Hog-Producing Industry Without Affecting the Cost to Consumer.

THE effect of the regulation of the packing house industry is of great moment to the grocery and provision trade, and the first question that naturally presents itself to the merchant is, how will it affect prices of the goods I handle? THE FINANCIAL POST in an editorial in its last week's issue, states that it will affect these prices not at all. As this matter is of such vital importance to the trade this editorial bearing on the actual conditions is reproduced in part herewith:

The Argument of "Turnover"

"Some time ago, when representative packers waited upon the new Union Cabinet, they strongly urged that the only fair and equitable basis for a fixed price was on a basis of turnover. They contended that as the Canadian packing industry represented only fifteen per cent. of the packing industry of the continent that it would be the part of wisdom to pause until some conclusion had been reached by the 85 per cent. of the trade, so that the Canadian industry should not be hopelessly handicapped in its competitive trade. Some of the members of the new cabinet, however, were evidently set on out-Heroding Herod and refused to believe that the American situation had any bearing on the case.

The packers then presented their proposed basis. This was 2½ per cent. of the turnover, which should be subject to the usual war taxes. In addition to this as the packers had been urged to increased production that would probably entail increases in plants not warranted by normal conditions, that there should be allowed ½ of 1 per cent. to meet these charges. If this amount were not used in this way within a space of two years it would then revert to the government. This proposition obviously did not meet with favor.

"Ashes" for the Public

The general public will doubtless feel that great things have been accomplished, and that immediate declines in prices are to be expected. There is little basis for this spirit of optimism. It is doubtful if the public will profit. It is doubtful, even if the whole of the profits of the packer were taken, whether there would be any material improvement in the situation as far as the Canadian consumer is concerned. The packers' profits are made on volume, and on the individual pound this profit is a negligible quantity.

It is stated on good authority that the saving would be less than 3-16 of a cent a pound. Evidently the consumer will hardly profit by the change despite his high enthusiasm of the moment.

Discouraging Hog Industry

What will be the effect on Canada's growing hog industry?

It is only logical that the packers' activities will be largely curtailed when the 15 per cent. limit has been reached. The packing industry has a great element of speculation and the packers will not make further investments when profits do not warrant them so doing. They are more likely to withdraw funds now so employed to invest in other propositions where there is no government discouragement.

If the Canadian packing industry does not expand to correspond with hog raising the farmer will have to find a market across the line.

During three-quarters of the year Canadian packers have been accustomed to pay a premium of approximately 50 cents a hundredweight for Canadian hogs. The American market has not, however, been cultivated to an appreciation of the better qualities of the Canadian product. Canadian hogs will not bring a better price than the corn-fed American hog.

This means not only a loss to Canada in business and money diverted from Canadian plants, but a net loss to the Canadian producer.

The Government in its action is placing the packing industry in a position where the tendency will be to decrease output. Bacon is to-day 25 cents a pound above the normal price. That normal price must be reached again sooner or later. Large profits have been made by the packers because of the ever increasing market price. It is stated that had it been possible for the packers to turn their product over the day after it was purchased it would in practically every case have shown a loss. As it was, the 30 to 90 days required for curing were the protection that brought the profits. The month before the war bacon was selling in London at 66s., to-day it is selling from 172s. to 175s. The packers feel that they are pretty well at the peak, and that there is before them the descent from these dizzy heights.

If the Government meet them at the top, with a "stand and deliver" order, how are they to meet the conditions that are bound to come when the goods purchased on a 172s. market have to be processed and come on the market for sale at, say, a 160s. market, and the 160s. goods in turn have to be sold on a 150s. market? As surely as these firms have made money on a rising market, just so surely will they have to lose it when the change comes if they stay in business. That is the position on which the packers not unnaturally base their claims that the present basis is unfair. If the Government is prepared to refuse them a profit for their activities, it should also assure them that these activities continued at no profit should not be a serious source of danger.

How serious this regulation of the industry may be is evidenced by the conditions recently prevailing, when owing to the inability to finance large purchases of bacon in Canada that trade went to the United States. Purchases were made on a certain basis f.o.b. New York, Canadian packers were compelled to consign their goods on the English market, and in every case their returns were one, two and three cents below the standard set by the New York price. That handicap has fortunately since been met, but any variation between the price regulations on the Canadian and American side of the border would unquestionably result in a dangerous handicap to Canadian business. The American packer has been offered 2 per cent. on his turnover, and has refused it, and proposed in its place 3 per cent. Just what the result will be is not known, but either would be an improvement on the present Canadian regulation, and in that much the Canadian trade is handicapped."

BRANTFORD GROCERS' ASSOCIATION AT HOME

A most enjoyable time was spent on Tuesday evening, October 30, when the Brantford grocers were at home to the ladies and their clerks.

The entertainment consisted of progressive euchre, a musical programme, and refreshments.

The games were very keenly contested for, in fact a draw had to be made in order to decide the winners, Mrs. McDonald. Mrs. Suddaby and Mrs. Coulbeck finally winning out.

The programme was an excellent one, every member receiving one or two euchres.

This entertainment was only a forerunner of several which the association propose holding during this coming winter.

SCARCITY OF TEA IN ENGLAND

For the first time since food shortage was first felt in England, the tea situation has become acute. Very limited supplies of tea are available and these are being distributed as equally as possible. Supplies are totally inadequate to meet demands according to word sent by wholesalers to storekeepers. The empty teapot is a thing that has been practically unknown in the history of England and it is expected that the shortage will not last long.

Victory Loan Justifies Democracy

This brief address on the character and meaning of the Victory Bonds delivered by Wm. C. Noxon, one of the foremost bond experts in Canada, before the staff of the MacLean Publishing Company, contains so many striking statements and such clear exposition of some of the technical points in reference to the bonds, that is is believed it will be of deep interest to all our readers. For that reason it is reproduced herewith.

"IN the first days of war," Mr. Noxon began, "Britain was able to raise all the money required to finance the war, herself, but when she had to advance money to the Allies it was necessary for Canada to do the bulk of her own financing in connection with the war. Something in the nature of a contra account was opened and now, while Britain pays our soldiers and looks after other expenses overseas, she charges them to us. In return we pay for Britain's purchases of wheat and manufactured goods in this country and charge them to her. That is why we must raise money here. If we are called upon for too great an amount Britain will provide the difference.

"We are helping to keep the industrial prosperity going and to help the Allies in the war. As an illustration of how this plan works out, Canada and the United States recently put up $400,000,000 between them to move the wheat crop, knowing that Britain would not want to send this money out.

"The Government and the people are bound together by the principle that underlies other institutions and it is this principle that is at stake. It is a question of whether 'might is right' or 'right is might.'

"This money is borrowed from the people by the people. A Government is only so strong and wealthy as its citizens character and wealth is good. An ordinary bank note you accept willingly and with complete confidence, and yet that note has behind it the same security as this bond. The difference is that the bill is payable on presentation at any time without interest, while the bond is a promise to pay at a specified time with interest.

"Every bond is an agreement, but bonds are different in character. The Government bond or debenture is a straight promise to pay gold for the paper when due. There are coupons attached stating that so much interest is payable at certain dates at the set rate. The bond with the coupons, is payable in most cases 'to bearer' in order to facilitate handling. If they are burned you can get new ones issued providing you have some evidence to show you possessed them. They are so designed that they can be passed through the ordinary channels of business with ease.

"Government security affords the highest possible security for borrowing purposes. The bank lends 90 cents on the dollar on government securities. That is value enough, and furthermore a bond is a recommendation. A man who owns government bonds is well thought of by the bank and it will help him in borrowing money.

"The most profitable bond from the standpoint of profit is the longest term bond. The most interest in the meantime is on the shortest term bond, because the Government gives every person a bonus which is not apparent on the face of it. On the 20 year bond you get 5.60 per cent. and on the five year bond you get 5.80 per cent."

Mr. Noxon pointed out that with money available at 4 per cent. under normal conditions, the owner of a Government bond at 5½ per cent. interest would be getting $5.50 per year on a $100 bond while the other money lender would be getting $4. On this basis, Mr. Noxon pointed out that the bond would sell at a premium of $112 at the end of ten years. With interest added to this it was evident that the bond repaid interest at the rate of 6¾ per cent. as compared with 5.80 per cent. on the five year bond.

"In the meantime" said Mr. Noxon "the money is not absolutely tied up, and the bond will sell better than any other securities. Wealthy corporations of the United States buy bonds from 100 to 200 years recognizing that the investment opportunity is so favorable."

Mr. Noxon stated that in his opinion Canada would recover quickly from the effects of the war and he pointed to the day when Canada would be one of the greatest countries in the world.

"It is desirable that all be done to end the war. We have no desire to prolong it, but to drop it now would be to return to worse conditions in a short time.

"We want to prove to every country of the world that democracy does not breed selfishness, but that it breeds wisdom, fellowship and self-sacrifice. If we cannot prove that we had better take an autocratic government.

"There is no question about what these bonds are worth. The purchaser rises in the opinions of his fellow people. And there is no question about the country needing it. Canada with 7,000,000 people should be able to put up $300,000,000. The greatest number of subscriptions will prove the strength of democracy.

"Sacrifice is the highest form of patriotic privilege. The country is governed by principles so democratic that, being right, you feel you have to see this thing through to the end."

Answering a query as to what style of bond he would advise for a small investment, Mr. Noxon answered that a $50 bond would not have as good a market value for a long term as would the larger bond.

Mr. Noxon pointed out that the banks would not guarantee bonds against fire, but that nevertheless, a good practice was to deposit the bond and get a receipt for it. The coupons are then put to the credit of the savings account of the owner as they come due.

"The highest compliment you can pay to the country is to buy a bond" said Mr. Noxon in conclusion.

"CANADIAN GROCER" QUOTED AS AUTHORITY IN U. S. COMMERCE REPORTS

The following statement in regard to developments connected with the Ontario Government fish supply has been reproduced from a recent issue of CANADIAN GROCER in the "Commerce Reports" of the United States, these being the official organ of the Government on such matters. The reproduction of this item and of numerous others in recent months is indication of the esteem in which CANADIAN GROCER is held by representatives of the U. S. Department of Commerce and is also indication of the authoritativeness of the statements which are disseminated to the trade through this trade newspaper. The statement is as follows:

"Ontario Government fresh-water fish will continue to be supplied during the winter months, although the volume may slightly decrease. Plans have been formulated for winter fishing operations on Lakes Nipissing, Nipigon, and Simcoe, and other waters will be taken over for Government control if necessary. In fishing through the ice, gill nets on a rope extending through two holes are employed. As the net is drawn in the fish are taken off, and the net is returned with the rope through the other hole."

"If supplies can not be increased, and a smaller volume of fish during the winter can not be avoided, the Ontario Government has plans under way for operations on a much larger scale in the spring. It may be expected that the Government scheme will but reach its normal state next summer. It is proposed that fishing operations shall be conducted on an increased scale in the inland waters, and that the Government shall take over control of Canadian fishing on international waters."

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Vol. XXXI. TORONTO, NOVEMBER 23, 1917 No. 47

EDITORIAL BRIEFS

TO ILLUSTRATE the trend of the time "The Grocer," London, England, has a department headed "Law and Police." If Mr. Hanna makes many more regulations it will be almost necessary for us to follow their example.

* * *

HERE is a wise idea from our American cousins. The Girard Grocery Company of Philadelphia has made it a rule that when goods are ordered out and later returned a charge of 5 cents will be made to cover handling. There is a fine streak of justice in this, and it will be interesting to discover how the company gets away with it.

* * *

COLLECTING those old accounts has been in your mind for a long time. Do it now and invest the proceeds in war bonds. Here is an opportunity for you to make these old accounts render your country a real service, besides bringing you in mighty good interest. A patriotic duty then—collect all your old accounts and turn the money into war bonds.

A WORD FOR CANADA

IT IS rather astonishing how some people delight in decrying the country in which they live. For instance take this little "brief" from the Toronto *Globe*: "The United States is preparing to call out its second draft, while some Canadians are agitating to prevent Canada calling out her first."

If that were a true statement of facts no one could quarrel with it. The United States may very probably be preparing to call out her second draft, but Canada had sent nearly half a million of men before a draft was dreamed of. The United States has up to the present lost three soldiers in their fighting in France. Before Canada had been in the war as long as the United States her dead were dotting the fields of France in thousands.

No one would depreciate the great things that the United States is doing. But Canada has already done great things, and until the United States has recruited five millions of men and has the better part of them in France there will be no just reason for throwing her activities in the teeth of the Canadian people.

THE CASE NOT PROVEN

A GOODLY number of well meaning persons think that the whole of the problems of the high cost of living would be met if only the middlemen could be eliminated, if only the consumer could purchase direct from the producer.

This plan was favored by Postmaster-General Burleson, of the United States, and all the agencies of the post office department were used to foster the idea. Despite this fact, the scheme died an early, but natural, death. It was found that the lists submitted by the producers were little if anything below the prices charged in the retail stores. The producer of course benefited, but the general public did not, and the general public as a result unhesitatingly declared for service that they obtained from the retail stores. It was a fair trial of the case against the trade, and the case was not proven.

THE EVOLUTION OF THE GROCERY STORE

THE present is a very serious time for the grocery store. Business complications are constantly arising to disturb the merchant's peace of mind. It is a time of transition, and the end is not yet.

Unquestionably in the United States this tendency has been toward the gradual elimination of a proportion of the grocery stores. Regulations at present under contemplation require a uniformity of price restriction and of delivery. Under such a regulation (and it is to be remembered that Mr. Hanna is working hand and glove with Washington and what becomes effective there is more than likely to be adopted here) the whole appeal of the store will simmer down to a matter of service, and the stores that fail in this service will simply disappear. Drastic as such regulations would be, and severe as their first effects would be on the merchant, they might eventually work out for his good. The trade would be put on a sound financial basis, the fly-by-night type of merchant would unquestionably be eliminated to the great benefit of the trade, and in his place would come a solid merchant who knows his goods

and how to sell them, who makes service and quality the selling arguments and on this solid foundation builds a business that can withstand any shock, that will be so wisely guided that even on a largely curtailed margin there may yet be a substantial profit. Therein would be the merchant's best response to the charge that he is in a large degree responsible for the high cost of living.

This regulation may not come to-day or to-morrow, or this year or even the next, but it will come some day, and the merchant who makes service, real service, the basis of his business will be facing the storm with assurance when it eventually breaks.

NEWSPAPER MARKET INFORMATION

IT is a sad fact that newspapers, as a rule so authoritative in their information, are lamentably inaccurate when it comes to market information.

As an instance in point, the Toronto *Globe,* in an editorial in the November 13 issue on "The Sugar Situation" states, "According to an authoritative opinion, the wholesale price of sugar is $8.57 a hundred pounds, so that any retailer selling sugar at twelve or thirteen cents a pound, is joining the war profiteers." Now, however sound the *Globe's* contention may be it is based on a false premise. As regards the wholesale price of sugar you do not need an authoritative opinion because you have an actual fact. There is a regular sugar market price definitely set for certain localities. We put a good deal of energy in an endeavor to explain to ourselves just how the particular figure was obtained but without results. None of the prices in operation on that date resembled that figure at all. The nearest approach to it was the Toronto quotation on No. 3 brown at $8.53. The *Globe* was basing an argument against the retail trade on woefully inaccurate information.

A CURIOUS CHARGE

IN the recent report of the Commission to investigate the O'Connor finding on the William Davies and Mathews-Blackwell Company, there appears the rather unexpected statement that these two companies did not get together with the intention of keeping down the cost of hogs, but that by their direct competition they tended rather to enhance prices. The suggestion hinted at in this particular item in the finding, viz., that a combination would have been desirable, seems to be somewhat at variance with a fairly recent order forbidding any combination with the idea of restricting competition. True, in this instance it might have resulted in a decrease in prices instead of an increase, but in the light of the spirit in which this investigation has been handled is it likely that these two companies would have been given the benefit of the suggestion that this combination was for that purpose?

To the person who is familiar with this investigation it will appear, we believe, that these companies were well advised in refraining from entering into any such combination. Certainly this idea would not have been popular with the farming community, and what the farmer disapproves of the Government as a rule just naturally hates.

THE COST OF BUSINESS

THE investigation of the William Davies Company brought to light one pregnant fact with regard to business, and that is, that the retail business, however favorably situated and however well conducted, entails a very heavy charge for administration. Unquestionably the William Davies Company's retail stores do business under conditions as favorable as those of the average retail store, even if not more so. They handle largely the products of their own firm, which it is presumed they buy on favorable terms. It is well then for the trade to consider a few figures brought out during the course of the investigation. The sales of the Toronto stores of the Company during 1915 totalling $1,697,274 earned a gross profit of 21.4 per cent. After deducting the costs of operation the net profit amounted to 3.89 per cent. During 1916 the sales were $1,496,148, operating expenses were 19.3 per cent., showing a net profit of 2.7 per cent. In 1917 sales of $1,499,408, after deducting operating expenses of 20.25 per cent., showed a yield of 2.62 per cent.

The history of the Ontario stores showed a similar story. In 1915 a gross profit of 21.46 per cent. was reduced to a net profit of 4.38. In 1916 gross profits of 21.8 per cent. showed a net profit of 4.76. In 1917 a gross profit of 22.99 showed a net profit of 3.11.

These are facts that it behooves every merchant to ponder. These records show that it cost this company over a period of three years an average of something over 19 per cent. to do business. These stores are carefully managed, with an eye to producing profit. They are, as has been stated, favorably situated for cutting this cost as it, possibly, cannot be cut by the average merchant. The inference is obvious, that unless a business is producing at least 20 per cent. it is standing still as far as profits are concerned. If it is producing less then the merchant is on the high road to bankruptcy.

Still another point is made manifest by these figures, and that is, that it cost more to do business in 1916 than it did in 1915 and more again in 1917 than it did in 1916, and it is a fairly obvious deduction, reasoning on present conditions, that costs in the coming year will be still higher.

The point that we would make in this connection is, that it is absolutely imperative that the merchant should know exactly what he is making, and exactly what it costs him to make it. A general idea will not do. Anything less than an accurate absolute knowledge is business suicide.

ACTIVITIES OF THE ONTARIO BRANCH OF THE R.M.A.

New Branches Formed in Several Sections. A Growing Tendency of the Merchants in Different Centres to Align Themselves With This Widespread Organization.

Reorganization of the Sarnia R.M.A.

A meeting was held in Sarnia recently with the purpose of reorganizing the Retail Merchants' Association in that town. There was a good turnout of the merchants and the meeting was addressed by W. C. Miller provincial secretary, and J. M. Bayley district organizer. The gathering was very enthusiastic over the possibilities of the Association in that section.

Officers were elected for the year as follows: President John Le Seur, 1st vice R. H. McMahan, Treasurer J. Garroch.

The merchants of St. Thomas, Ont., met recently in that city with the purpose of lining themselves up with other sections in the formation of a local branch of the R.M.A. Alderman Hammond was in the chair and the meeting was addressed by W. C. Miller, provincial secretary, and E. Newton district organizer. The officers for the new association will be elected at the next meeting. It was also decided to conduct in the near future an energetic campaign to further the buy at home movement.

Chapleau Enters the Association

An organization meeting was recently held in Chapleau, Ont., and early indications point to a very strong association in that district. The meeting was addressed by Oscar Troostwuik, district organizer. The officers will be elected at an ensuing meeting.

Aylmer Also Joins

An organization meeting was also held in Aylmer, Ont., last week and there promised to be a strong branch in that town. The officers will be elected at the next meeting.

R.M.A. President Will Address Providence Merchants

B. W. Zieman, president of the Ontario Board of the Retail Merchants' Association, has been invited to address the Providence, R.I., Chamber of Commerce on November 26. Mr. Zieman will carry with him a message from the merchants of Canada to their American friends. Mr. Zieman's address will deal with business conditions in Canada as they have been affected by the war, and will point out the heartening fact that despite adverse conditions the retail trade in Canada is in a very sound and healthy condition.

GROCER JAILED FOR ILLEGAL SALE

A grocer of Regina was recently arrested, charged with a breach of the Saskatchewan Temperance Act as result of his sale of Lyons' "Cavell Wine" alleged to be invalid port. The prosecuting attorney placed this product in the class of Peruna, Davies' Pain-Killer, Eau de-Cologne and red ink. An analysis of the wine made by the provincial analyst was the basis of the charge.

A BUSY MAN'S IDLE MOMENT.

The accompanying photograph is that of the Hon. Hormisdas Laporte, president of Laporte, Martin et Cie., Montreal, and chairman of the Dominion Government Purchasing Commission, succeeding Sir Edward Kemp. Hon. Mr. Laporte is evidently an angler of some repute and, as is clearly shown in his expression, he is "right at home."

FURTHER POWER FOR FOOD CONTROLLER

(Continued from page 20.)

goods besides the extra expense of handling. As regards the majority of package goods, they simply could not be handled in bulk."

"Totally unnecessary," writes J. G. Saunders, Sault Ste. Marie. "People who want bulk goods can get them."

W. W. Brown, Fort William, Ont., writes: "I think it is poor legislation. It would be impossible to sell some cereals in bulk. The cost of selling other lines in bulk added to the extra precautions necessary to keep them in proper condition, would bring these goods up to the price of packages in many lines."

Food Controller Not Popular Here

"I think the country would be better without a Food Controller," writes L. J. Netherton, Minitonas, "if he cannot find anything better to do than this."

A. McGillivray, Dalrymple, states: "We think that the Food Controller could find something more profitable for the Dominion and the Empire to which to apply his mind. He might give the Canadian public credit for having enough sense to know how to buy food."

A. Robbins, Dunnville, Ont., states: "It is a mistake to disturb the trade in package goods; there will be no benefit to any person now or eventually."

These are but a few of the opinions received during the past week. They are still arriving far faster than it is possible to publish them, and the great bulk of them show an opinion totally opposed to the Food Controller.

As the generally accepted opinion is that the merchant makes less of a profit on package goods than in bulk, at least on the face of things, it can hardly be urged that he speaks for himself alone. Unquestionably he speaks for the mass of his customers who find a voice through him.

Yourtown, November 23, 1917.

Dear Customer:

This letter has to do with Victory Bonds.

Like you, probably, we wished to subscribe for as many of these as possible. But we found ourselves unable to take as many as we would like —for the simple reason we had not the ready cash necessary.

Our business requires a fair amount of cash on hand for its effective operation. Besides which our customers, taking them all and sundry, have several hundred dollars of our money.

You can see that an unpaid bill is pretty much the same as money lent. We are writing you now because there is a sum due to us from you—as per statement enclosed.

It would help us to subscribe for Victory Bonds—and so serve our common country—if you would promptly respond to this request for payment of the account as rendered. While the sum by itself may not be very large, yet when one takes into account all amounts owing by all our customers, it really amounts to a very considerable sum that we have loaned to our customers. Now if we had Victory Bonds, the country would be better served, and our money would be earning us 5½% interest.

You know how delightful it is when all who may be owing you money settle up. It is good for them and you. Well, it is just the same in our case: we will all feel much better if you will drop in and say to us "Please receipt this bill." Or if you will send a cheque it will be the same thing.

We are really counting on your prompt response to this appeal.

Yours very truly,

JOHN BROWN, your Grocer.

Here is a letter the merchant may use with profit to his country and with profit to himself.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

St. John, N.B.—J. Fred Belyea proposes erecting a sardine canning plant at West St. John, to cost $90,000.

St. John, N.B.

Clarence W. de Forest of G. S. de Forest & Sons, Ltd., has been elected president of the St. Andrews Curling Club.

James A. Arnburg, clerk with F. E. Williams Co. before enlisting in the artillery, is reported suffering from shell shock.

Elmore & Mullen, wholesale grocers, South Wharf, suffered a loss of about $9,000 by fire last week. The loss was covered by insurance.

The largest subscription announced so far for the Victory Loan in New Brunswick is that of Baird & Peters, wholesale grocers, for $100,000.

Driver George W. Chambers, of a field ambulance unit, formerly employed with H. W. Cole, wholesale grocers, is reported wounded in the face and hand.

Joseph L. McKenna, who purchased the stock of H. L. Alexander, retail grocer, has re-opened in the same premises after a thorough overhauling and renovation.

Louis B. Christie, employed with G. S. de Forest & Sons, wholesale grocers, before enlisting in an infantry unit, has been wounded while fighting on the western front.

Lieutenant J. Vernon Keirstead, formerly traveller for T. H. Estabrooks, is reported suffering from severe gunshot wounds in the right knee. He won his commission in France.

J. A. Marven, Limited, St. John and Moncton, biscuit manufacturers, have announced the addition to their output of a line of cakes, which are being sold through the grocery stores.

Failure of the New Brunswick potato crop to come up to expectations this year is ascribed to lack of potash in the fertilizer last spring. The provincial government is endeavoring to avoid this next year, and already has contracted for 1,500 tons of potash in Ontario.

Captain E. Alban Sturdee, who was associated with his father E. T. Sturdee, broker and manufacturer's agent in grocery lines, has been made adjutant of the 236th Kilties Battalion with which he has returned to England after recovering from his previous experience at the front.

W. F. Hatheway, of W. F. Hatheway & Co., Ltd., wholesale grocers, was nominated in the Union Conservative convention for the constituency of St. John-Albert but withdrew in favor of R. W. Wigmore, who headed a large local dairy products concern until he entered civic politics and became a member of the city commission.

Hon. J. F. Tweedale, provincial Minister of Agriculture, and Guy Porter, of Andover, have returned from Washington, where they represented New Brunswick at the meeting of the Potato Growers' Association of America. They announce that crop conditions and price regulation in the United States ensure much lower prices here than last winter.

Quebec

T. Verret, grocer, Sherbrooke, has sold out.

J. Warren, general store, Pointe a Pic, is dead.

P. Guenette, general store, Dorval, has sold his stock.

H. C. Gibb, general store, Drayton, suffered fire loss.

Hardie & Co., general store, Brownsburg, has sold out.

B. H. Rouville, general store, St. Jean Baptiste, was burnt out.

Lieut. E. C. Macdonell of the Royal Flying Corps has been slightly wounded in France. Lieut. Macdonell lived with his mother, Mrs. Macdonell, Greene Ave., Montreal. Prior to entering the Flying Corps he was employed by the Imperial Tobacco Co.

Mount Royal Milling & Mfg. Co. has been incorporated at Ottawa with a capital of $1,000,000 to acquire and take over the Mount Royal Milling & Mfg. Co. of Montreal, oil and rice millers. The incorporators are Gordon W. MacDougall, Lawrence Macfarlane and James G. Cartwright, all of Montreal.

Ontario

W. Atkinson, grocer, Waterloo, died recently.

R. T. Shields, grocer, Pt. Arthur, has sold his stock.

J. T. Blashill, grocer, Brantford, has discontinued business.

T. Gagen, grocer, St. Thomas, is retiring from business.

N. Taylor, grocer, Toronto, has been succeeded by F. Hulse.

J. L. Squire & Sons, grocers, Havelock, suffered fire loss.

Sharnhott & Greb, grocers, Hamilton, have discontinued business.

Mrs. T. A. Cavena, grocer, Barrie, has been succeeded by Miss A. Hook.

G. E. Foster & Sons, wholesale grocers, Brantford, suffered fire loss.

Charles O'Neil of Melancthon Station was a visitor in Toronto recently.

Merrick & Co., general store, Edgar, has been succeeded by G. T. Patterson.

M. N. Dalseg, general store, Bergland, has sold his stock to Longhurst & Co., Sleeman.

Walter S. Bailey, Toronto grocery broker, is in Montreal, on business connected with his firm.

Lieut. J. R. McFarlane, formerly an employee of the Acadia Sugar Refinery at Halifax, has been killed in action.

F. H. Brown, grocer of Port Hope, recently suffered fire loss. Damage was chiefly in connection with his stock.

A by-law was recently passed in Leamington providing for the raising of funds to secure 8,000 acres of land for the raising of sugar beets.

Samuel E. Vogan, of Vogan's, Limited, Toronto, cake makers, has been in Montreal, where he has appointed a representative for his products.

The City Dairy Company of Toronto is erecting a factory close to the C.P.R. station at Listowel, where they will handle all the milk received from that section.

Mrs. R. L. McIntosh, wife of A. A. McIntosh, grocer of Sturgeon Falls, Ont., died recently. The many friends of Mr. McIntosh deeply sympathize with him in his loss.

J. J. Wilkinson, for many years manager of the Oshawa branch of the Wm. Davies Co., died recently. The deceased merchant conducted a meat and provision store for some years prior to his death.

Fire that swept through the town of Drayton recently proved a severe blow to that place; among the sufferers was H. G. Bibbs, who conducts a large general store. The store was practically destroyed. As the fire originated some distance from the store, it was possible to remove some of the stock, but despite that the loss at this season of the year will be severe.

Western Provinces

R. Lymburnar, general store, Couston, Sask., has sold out.

J. Cassay, grocer, Winnipeg, has discontinued business.

Levine Co., Ltd., general store, Hatton, Sask., has sold out.

J. H. Lynch, grocer, Kisbey, Sask., has removed to Cullen.

H. Sladen, general store, Yarbo, Sask., has sold to C. Freichett.

P. Irowinskyn, general store, Elma, Man., has discontinued.

Morin & Pfeiffer, general store, Albertville, Sask., has sold out.

Short's Market, grocers, Edmonton, have discontinued business.

Frysk & Lawson, general store, Hitchcock, Sask., has discontinued.

W. J. Hugan, general store, Creelman, Sask., has discontinued business.

G. A. Filton, grocer, Brandon, has been succeeded by J. F. Tennant.

Weizel & Graf, general store, Estuary, Sask., has been succeeded by C. Graf.

Chas. Van Blascom, grocer of Brighton, N.S., died very suddenly on Nov. 8.

Jones & Co., general store, Clavet, Sask., has opened branch at Saskatoon.

H. C. Leggo, general store, Keddleston, Sask., has opened branch at Bethune.

Riverton Supply Co., general store, Riverton, Man., have dissolved partnership.

Mrs. J. B. Hooge, general store, Winkler, Man., has been succeeded by Hiebert Bros.

A. B. Dennis, general store, Guernsey, Sask., has been sold to S. J. Reinhart.

Seguin & Sampson, general store Bromhead, Sask., has discontinued business.

J. A. Tarvis & Son, grocer, Birch Hills, Sask., has been succeeded by Union Trading Co.

A. Wasylek, grocer, Portage la Prairie, Man., has been succeeded by S. Schtitz.

T. T. Roberts, general store, Bangor, Sask., has been succeeded by Nemets Bros., Ltd.

L. G. Ferrier, retail salesman in Regina for Mason & Hickey, manufacturers' agents, Winnipeg, has joined the Royal Flying Corps.

Tyndall Supply Co., general store, Tyndall, Man., has been succeeded by Mrs. J. F. Bockman.

Regina.—The Saskatchewan Co-operative Elevator Co. will rebuild the elevators at Maryfield and Raymore, which were destroyed by fire.

Lieut. W. Martell, M.C., son of F. Martell, merchant of L'Ardoise, B.C., has been killed in action. Lt. Martell was well known in Halifax, N.S.

P. Belac, general store, St. Denis, Sask., has been succeeded by R. Belac.

NO PROTECTION

Oh, Mistoh Hanna mentions wheat
An' taters, corn an' beans.
De beef an' pork an' other meat
Is now beyond our means.
But, oh, you 'possum on de topmost twig,
I's a-tellin' of you truc,
Mistoh Hanna's lookin' after de cow an' pig,
But he ain' no puttection to you!

It's, oh, you rabbit, on de run,
You gotter lost your pride;
An' ol' Bob White, when I gits my gun,
It's no time foh you to hide.
An' oh, you fishes in de great big bay,
Whur de water is so blue—
Mistoh Hanna, he surely has to have his say,
But he ain' no puttection to you!
—Philander Johnson

Magus Bros., general store, Vonda, Sask., has been succeeded by Kondia & Michasiw.

Letters of incorporation have been granted to the Wilson Chemical Co. for the purpose of carrying on the manufacture of extracts, jelly powders, etc., with head office at St. John, N.B.

Robert Gillespie, head of the Robert Gillespie Co., manufacturers' agents, Winnipeg, has been on a business trip in western Canada for the last two months and returns to Winnipeg this week.

Geo. W. Griffiths, president of the Geo. W. Griffiths Co., manufacturers' agents, Winnipeg, left this week for a trip through western Canada when he will call on the leading wholesale houses. He is expected back early in December.

GROCERY BUS IS LATEST WRINKLE

The incorporation of a company to run autobus grocery stores is the latest departure reported from New Jersey. The plan calls for the establishment of a chain of mounted, gasoline-propelled mercantile concerns with a complete grocery store housed upon each chassis which will allow of the grocery being brought to the home instead of having the housekeeper visit the grocery store. Specifications indicate that the travelling stores will resemble moving vans somewhat with show windows along the sides.

TO RESTOCK SALMON FISHING GROUNDS

As an act of comity between the United States and Canada, the United States Fisheries Bureau has announced its intention of arranging for the shipment of ten million sockeye salmon from its Alaska hatchery to hatcheries on the Fraser River in British Columbia in order to build up the run of bluebacks in that waterway and also in Puget Sound.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

PATENT ATTORNEYS

Please give me names and addresses of couple of patent attorneys in Canada and United States.

Messrs. Ridout & Maybee, 59 Yonge Street, Toronto, Ont.

Fetherstonhaugh & Co., Royal Bank Bldg., Toronto.

Fetherstonhaugh & Co., Victor Bldg., Washington, D.C.

Robertson & Johnston, 605 7th St., Washington, D.C.

Edmonds & Peck, 27 Cedar Street, New York, N.Y.

WHERE TO OBTAIN GOVERNMENT FISH

From whom can we buy Government fish?—Peterboro, Ont.

Answer.—If you get in touch with Mr. S. L. Squires, Ontario Government Fish Distributor, Parliament Buildings, Toronto, no doubt he will be able to supply you.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

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Please give me information on the following:.....

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WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ONE of the interesting developments during the past week has been the report from Cuba to the effect that grinding of new crop cane has already started in one district. This is exceptionally early as it was anticipated operations would not start until about the second week in December. This move is heralded with delight in sugar circles, as it seems to indicate a general resumption of production of raw sugar much earlier than usual. With new sugars available in the near future a welcome relief will come to the present situation in which stocks are very light. The situation with respect to lima beans has been cleared up, as further advices from the Food Controller state that beans already purchased can be brought forward. Rice is in firm market with higher prices recorded.

Reports from the United States indicate that while the corn crop is a big one the quality of the grain is poor due to the coming of early frosts that prevented its maturity. White corn flour is expected to maintain a firm position in consequence. Yellow corn products may not be affected if it is found that the corn can be effectively kiln-dried. Lard and shortening were in strong market, advances being recorded in pure lard. Storage eggs are weak, but new-laids are scarce and prices are high. There is a good demand for barrel pork and long clear bacon and prices have advanced. Butter was steady. Turkeys have started to come into the market, but reports indicate that the supply will be light.

Advances were recorded in molasses, sardines, junket tablets, pop corn, bulk mustard, salad dressing, tuna fish, shoe dressing, sal soda, rolled oats. Business is reported very good as the heavy consuming season is fast approaching.

QUEBEC MARKETS

MONTREAL, Nov. 20.—There has been a very active trade here with jobbers and this activity covers many lines. There has been an especially good demand from points served by water routes, for provisions and other various lines to fill in and make stocks complete for winter, as navigation will close very soon now. This will be the case where boats have to traverse the canals and rivers. While some dried fruits are destined for Montreal it is found that these are held up somewhere in the congestion that is general. It is a notable fact that, notwithstanding the high prices, a good many dealers have taken delivery of their bookings for canned goods, some in full and others up to as much as 50% of their orders. It is generally stated that if larger stocks were available a greater volume of business could be handled. Flour and millfeeds are very firm with a decidedly active demand. Future deliveries of rice are likely to be uncertain, and supplies will be hard to secure, as the shipping will very likely be difficult to obtain. One of the large Vancouver rice mill representatives was in town the past week and his mills will not book orders stretching over four months, whereas they have accepted previously on the basis of twelve month contracts. This is due to the commandeering of ships. Quebec beans coming to hand now are of a very select hand-picked variety. Walnuts are reported to be very scarce with a strong likelihood of the supply being short for the usual holiday trade. Raw sugars are not coming to hand well and, with an unabated demand for refined, the dealers do not look for much relief until after the first of December. Fruits and vegetables are in active demand and many are now securing winter supplies. Late Valencia oranges are selling at $5.50 per box, an advance of 50c. Lemons have advanced and are selling at $7 a case. The high prices for Spanish onions are not popular and many dealers will not buy. Salt fish is selling more freely, while fresh fish is a little lower. Oysters are quoted lower to the extent of $1 per barrel. Slight advances are asked for smoked and prepared lines of fish. Dressed hogs are firm and live hogs received this week are of somewhat better quality with a stiffening market, and 50c per cwt. advance is asked.

New American Jams Here; Bottled Castor Oil Higher

Montreal.

VARIOUS LINES.—Jobbers here are busy with a fairly good volume of orders, which, while of a sorting nature, are frequent, and serve to keep their staffs busy. Some United States goods find their way here occasionally, and one large jobbing house has taken delivery of a shipment of high-grade jams in 2-lb. jars. These are selling at prices from $2.25 to $3.10 per doz., and comprise black currants at $2.75; yellow peaches, $2.25; gooseberries, $2.60; grated pineapple, $2.50; red raspberries, $3.10, and strawberries, $3.10. Castor oil in bottles has been advanced from 10% to 15%.

Sugar Remains Firm; Raws Slow In Arriving

Montreal.

SUGAR.—The refiners have little to encourage them when looking for relief in reference to meeting the demand made upon their stocks. Raws are not coming in well and there is no improvement looked for in the near future; at least, not before the first of the coming month. It would seem, notwithstanding the somewhat confusing reports, that there is a pretty good beet sugar crop in Ontario. This might have a tendency to relieve the strain on stocks. Quotations are firm as follows:—

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

U.S. Canned Goods In; Deliveries Fair At Prices

Montreal.

CANNED GOODS.—There is a fair movement of canned goods here, all things

considered, although it resolves itself into a matter of light sorting mostly. Considering the very stiff prices, dealers are taking delivery better than was expected in many instances, some allowing their full bookings to go to them and others reducing by about 50%. One large jobbing firm has been buying a high-grade of United States jams in 2-lb. jars, which is being offered at prices ranging from $2.25 to $3.10 per dozen. Jams have been in a firm market and have had a tendency to advance owing to a variety of conditions such as increased costs of fruits and other various materials, aside from sugar. Regular lines of canned goods are in firm market here, with the following quotations prevailing:—

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruit Demand Fair; Deliveries Are Slow

Montreal.

DRIED FRUITS. — With so much freight moving everywhere there is a great amount of congestion at various points, and this has held up shipments of dried prunes and some cars of raisins shipped from California. There is a fair demand for various dried fruits, but there would seem to be a somewhat decreased use of certain lines such as raisins and currants, owing to the abnormally high prices which have to be asked. There is, and will likely continue to be, a great scarcity of seeded raisins, and there will be little relief forthcoming in the way of further supplies of currants. Prices remain as follows:—

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs	....	0 13
Choice seeded, 16 oz. pkgs	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Prices Firm; Receipts Are Light

Montreal.

MOLASSES.—There is a fair movement of molasses here, but with light supplies and little in sight for early delivery there is a firm tone to the market generally. It will be some time yet before new deliveries can be made and with these conditions governing and as a result of other factors, such as transportation and various embargoes, there is little likelihood of easier prices being quoted. An occasional car lot comes in, but the receipts are small. The following prices are being asked:—

	Prices for Fancy.	Choice.
Barbadoes Molasses—	Island of	Montreal
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

Walnuts Will Be Scarce; Peanut Crop Very Late

Montreal.

NUTS.—There is a steady demand for nuts in small lots, and some lines are being received. It is stated the receipts of walnuts will be very small owing to the poorness of the crop, which was also very late in being harvested. One importer states that for the holiday trade there will be practically no stock here of the unshelled variety, which are always popular around Christmas time. Shelled walnuts, for like reasons, are expected to be short. Peanuts, owing to very unfavorable weather, will be late in arriving this year. Prices here are steady as follows:—

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1	....	0 17
Peanuts, shelled, Virginia, No. 1	....	0 16
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 56	0 58
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Quality Of Beans High; Shipments Are Received

Montreal.

BEANS.—The demand for beans here is fair. Within the past week or two some supplies have been coming forward from Quebec points and these, for the most part, are of a select hand-picked variety. Supplies are ample to meet the demand, and prices are steady. With the arrival of colder weather, the demand will doubtless improve, owing to the adaptability of this food as a winter diet. Prices obtaining here are as follows:—

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Market Is Firm; Future Supplies Uncertain

Montreal.

RICE.—The demand for rice is just fair, some sorting business being done, but dealers have protected themselves, it would seem, by having bought liberally some weeks ago. The future outlook is not bright. One of the Vancouver rice mill representatives who visited Montreal last week stated that the rice millers there will not accept booking for a period exceeding four months. The usual policy has been to accept bookings covering a contract spread over the twelve months. Even at this the millers are not anxious for business, and the prices remain very firm. Stocks here are in good shape and the immediate retailer's demands can be taken care of promptly. Quotations are as follows:—

Carolina	10 00	10 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Tea Movement Fair Primary Market Firmer

Montreal.

TEA.—The tea market continues to show a fair movement with prices fairly maintained. There has been an upward tendency of price in Ceylon, whence cabled advices indicate an advance on certain grades of ½c per lb. Owing to the shorter shipments this year, and with the farily good demand that has prevailed through the season, stocks are not as heavy as they usually are at this time. Of some lines, however, a good supply is available. There seems to be no promise of large deliveries in bulk, while some have been receiving quantities of late. Prices here are as follows:—

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Firmness In Prices Marks Coffee Market

Montreal.

COFFEE.—The local coffee market has

been firm and in all grades prices are firmly maintained. There is a good demand for coffee generally, and roasters and jobbers alike are busy with orders. There was a report from New York to the effect that freight rates from Brazil to the United States were to be fixed on lower basis per bag, but this is not definitely confirmed. Even if this should develop, the consensus of opinion is that prices will not be affected here. The quantities en route from Brazil to United States ports are very much smaller now than they were at this time a year ago. Prices quoted here are as follows:—

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spice Business Good Markets Are Very Firm

Montreal.

SPICES.—There is a very good business reported here in spices, and all prices are holding firmly. Jobbers are in receipt of more stock the past week, with the exception of cloves, which continue to be scarce. Cream of tartar is still hard to get, and one jobber states that it will be no surprise if the price reaches a higher level. White peppers, cassia, and ginger are reported higher in New York markets, but as yet there is no change here. With a firming of most prices, though unchanged, quotations are as follows:—

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tar	0 65	0 70
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Seven Dollars for Lemons New California Celery

Montreal.

FRUITS AND VEGETABLES. — A change of price for lemons this week brings them up to $7 a case, an advance of $3. New California celery is expected within a day or two and this will be selling at around $7.50 per crate. Late Valencia oranges are selling now at $5.50 a box which is an advance for the week of 50c. Hothouse tomatoes are selling at from 25 to 30c per pound and some demand now exists for these. Potatoes are in big demand still and deliveries of these are coming in well from Quebec and New Brunswick shippers. The demand for apples is fair with no changes in price. Bananas are selling well at $2.75 to $3.50 per bunch, according to quality. The high price for Spanish onions has decreased the demand, and jobbers report that the retail trade will not buy in any but the smallest quantities. Altogether, business is good and deliveries are being well made. The following prices are quoted:—

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	....	3 25
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	4 00	5 00
Lemons	6 50	7 00
Pineapples, Cuban, grate	....	5 00
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Alexander	....	6 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	6 50
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal	....	1 00
Celery, Canadian, per doz	0 50	1 00
Celery, crates, 7 doz	....	5 00
Onions, Canadian, bag	2 00	2 25
Onions, red	....	3 50
Spanish onions, large crate	7 00	7 50
Spanish onions, small crate	4 00	4 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper	2 25	3 00
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.	....	0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box	....	1 75
Tomatoes, pound	....	0 20
Horse radish, per lb	....	0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	....	3 50
Beans, green, bag, U.S.	....	3 50
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	0 75
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers, Boston, doz.	1 00	1 75
Peaches (Can.), basket	....	1 00
Pears, basket	....	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	....	16 00

Honey Supply Very Light Demand Good; Prices Firm

Montreal.

HONEY.—There is a very active demand here for honey, and sorting business is good. There is a decidedly limited supply of both clover and buckwheat grades and the market remains very firm. Orders being received are for small lots, of course. Maple products are coming in fairly well and the demand in a sorting way is very good. There is a tendency to firmness of the market, while there are no changes, quotations being as follows:—

Honey—		
Buckwheat, 5-10 lb. tins, lb	....	0 17
Buckwheat, 60-lb. tins, lb	....	0 16½
Clover, 5-10 lb. tins, per lb	....	0 19½
Clover, 60-lb. tins	....	0 19
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb	0 19	0 20

Fresh and Salt Fish Are Quoted for Less

Montreal.

FISH.—There is a stimulus in the demand for salt fish now that cold weather is approaching. Supplies of these are large and the demand can be well taken care of. This increased demand will tend to decrease the quotations on fresh fish; haddock, eastern halibut and whitefish being from one half to 1 cent lower from the quotations of last week. There has been such an unusual demand for all lines of fresh fish that supplies were light in many places, and weather conditions being unfavorable for long keeping, the prices were high. Now, as stated, these will lower somewhat. When food value is considered, the prevailing prices are moderate, notwithstanding. Demand for salt fish is not so brisk and this will have the tendency to lower prices somewhat. The demand for oysters continuing light has made lower prices of $1.00 less per bbl. All smoked and prepared kinds of fish are selling freely, with slight advances being asked.

SMOKED FISH.		
Haddies	0 13	0 14
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl		$12 00
Salmon (Labrador), per bbl		23 00
Salmon (B.C. Red)		25 00
Sea Trout, red and pale, per bbl		18 00
Green Cod, No. 1, per bbl	14 00	15 00
Mackerel, No. 1, per bbl		21 00
Codfish (Skinless), 100-lb. box		11 00
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 25
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb		0 45
Prawns, lb.		0 30
Shrimps, lb.		0 28
Scallops		3 50
FRESH FROZEN SEA FISH.		
Halibut	21	23
Haddock, lb.	7	8
Mackerel	..	12
Cod steak, fancy, lb.	....	10
Salmon, Red	18	20
Salmon, pale	15	16
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH		
Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 15	0 16
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	11 00
Malpeque oysters (med.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 13
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

ONTARIO MARKETS

TORONTO, Nov. 21.—Interesting developments in grocery markets have taken place during the week. One of these is the fact that already in Cuba grinding of the new crop cane has commenced. This is exceptionally early and comes as a surprise to many in the trade. The shortage of raw sugars is looked upon as a stimulus to the manufacturers of raw sugar, and it is expected there will be a general resumption earlier this year than has been the custom in past years. This will give much needed supplies of raw sugars earlier than was anticipated, and will in that measure afford relief to the present situation. The Food Controller has decided to allow lima beans into the Canadian markets at contract prices. Advances have been recorded in rice, sardines, junket tablets, popcorn, bulk mustard, tuna fish, salad dressing, sal soda, molasses, washing soda. Business is reported good.

Centrals Already Grinding On New Cuban Sugar Crop

Toronto.

SUGAR.—Information of a somewhat startling character was received during the week to the effect that already the centrals in Manati Province in Cuba have started grinding the new crop of Cuban cane. This is surprising in view of the general expectation that operations would not begin until about December 10. The fact that operations have started in one section of the Island is taken as a forerunner that grinding may be rapidly extended to other sections. The reason for the early start this year is attributed to the need for raw sugars. The report stated that operations had been started in the Manati district in Cuba on Thursday of last week. There is an inadequate supply of labor on the Island, and it is expected the other sugar factories will start operations shortly in order to secure their share of the labor. In view of this situation it is expected there will be a general movement of new crop Cuban raws in the not distant future. This will not come about any too soon, and will afford relief to the sugar situation sooner than was anticipated. Negotiations have been in progress between the International Sugar Committee and representatives of Cuban cane growers looking to the establishment of the price at which the new crop will be sold. The negotiations have been broken off temporarily in order to permit the representatives of the Cuban interests to place the result of their deliberations before their principals in Cuba. From high semi-official sources the conjecture is made that the price to be established will be 4⅝c per pound, cost and freight basis at New York. If it turns out to be the price ultimately established it will mean a reduction of approximately 1¼c per pound in sugar, as sugar is now being sold on the basis of 5⅞c per pound, cost and freight. Canadian refiners purchased some 450 tons of Demerara raw sugar in the New York market during the latter part of last week. The situation locally remains unchanged, with light supplies continuing to come forward.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Sardines, Junket Tablets And Pop Corn Higher

Toronto.

SARDINES, JUNKET TABLETS, POPCORN.—Higher prices have been recorded on a number of sundry grocery lines. Saga and Crown sardines have been advanced, and are now selling at 19c to 21c per tin. Crossfish sardines have been advanced in some quarters to $22.50 per case, or 23c per tin. Hansen's junket tablets have been advanced, and are now quoted at $1 to $1.05 per dozen. Long Tom popcorn has been increased in price, and is now quoted at $1.15 to $1.20 per box, one gross to box. Durham mustard in bulk has been advanced, and is now quoted at 21c to 22¾c per pound, while Imperial mustard in bulk has been advanced to 24c to 25c per pound. Durkee's picnic salad dressing is now quoted at $1.80 to $2.10; medium salad dressing at $3.95 to $4.50, and large size at $7 to $7.50 per dozen. Tuna fish, Blue Seas, ½'s, have been advanced to $3.25, while Red Star flakes, ½'s, have been advanced to $2.45. Sultana glycerine and oil shoe dressing has been advanced to 90c per dozen. Corrected price on Lea's salad cream mustard makes the selling price of 2-oz. size $1.15 per dozen. Gillett's caustic soda has been withdrawn from the market by the manufacturers. Sal soda, A. & H. packages, is now quoted at $1.85 per box and in 60-lb. boxes at $1.60 per box. In kegs the above is quoted at $1.85 per 100 lbs. and in bags at $1.60 per 100 lbs. In sacks the quotation is $1.55 per 100 lbs.

Molasses Advanced 2c To 4c Per Gallon

Toronto.

MOLASSES, SYRUPS.—Following the firmness noted in the molasses market through these columns for several weeks past, an advance has been recorded of 2c to 4c per gallon on West India, making the range of prices now from 52c to 55c per gallon on half-barrels of 28 gallons. There is a better feeling in the market with respect to supplies, as importers have advised their representatives that they are free to take bookings without making any stipulations as to amount. Arrivals of tinned goods have been fairly good within the past week and the spot market is now in fairly good shape on this class of goods. Corn syrups held in steady position during the week, as did also cane syrups.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	....	0 86
West India, ½ bbls., gal.	0 52	0 55
West India, 10-gal. kegs	....	0 65
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Sentiment Is Against Advancing Dried Fruit

Toronto.

DRIED FRUITS.—Under ordinary conditions the situation in the dried fruit market at the present time would work out toward higher prices in that there are very light arrivals of prunes and raisins for this season of the year. Furthermore, in prunes there is a scarcity of the big sizes and these are commanding a premium. There is, however, a setback of the hands of the clock in the United States and a tendency to go slow in advancing prices. The trade in that quarter is showing a commendable spirit in trying to co-operate in keeping prices down. Since prices are already at a high level, it is reasoned that advancing of prices is not going to make the supply any more plentiful. In the Canadian market there has been a disposition to advance certain kinds of dried fruit, for instance, currants and candied peel. Dried apricots and peaches are in very light supply at primary points, and will be scarce in the local market this year. Some new-crop dried peaches are expected to reach the local market in the near future, and will in all probability go to the trade around 19c to 21c for fancy grades. Some houses are entirely cleaned out of candied peels.

Apples, evaporated	....	0 24
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 29	0 35
Orange	....	0 29½
Citron	0 35	0 38
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 65	4 85
Dromedary dates, 3 doz. in case	5 25	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	....	0 17
40-50s, per lb., 25's, faced	0 15½	0 17

50-60s, per lb., 25's, faced	....	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 13½
70-80s, per lb., 25's, faced	0 12¼	0 13
80-90s, per lb., 25's, unfaced	....	0 11¾
90-100s, per lb., 25's, faced	0 10½	0 11
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 12	0 15
Valencia, Cal.	0 10	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	....	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, screened, lb.	....	0 13½

New Pack Pumpkin Prices Announced

Toronto.

CANNED GOODS.—Prices on new pack pumpkin and tentative prices on gallon apples have been announced by the packers during the week. Wholesalers are quoting from $1.80 to $2.10 per dozen on canned pumpkin. Canners announce there will be only 75 per cent. delivery. On canned apples a tentative price has been set by the canners which will necessitate a considerable advance from prices recently prevailing. Some wholesalers who booked orders at $4.50 per dozen for five-gallon size state they will fill orders at these prices, but for further orders the price has been advanced, so that the range is $6 to $6.50 per dozen. Canners are using Nova Scotia apples largely, and it has been hard to determine the wastage, hence a tentative price has been announced. Prices of salmon hold steadily firm. Canned peas are also in very firm market, one wholesaler having withdrawn all prices for the time being. Another concern that was quoting standard from $1.75 per dozen up has advanced the price to $1.80 per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	3 85
Sockeye, ½s, doz.	....	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	....	3 75
Springs, 1-lb. talls	....	3 15
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	1 92½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

British Public To Get Tea At Cost Price

Toronto.

TEA.—An announcement of more than ordinary interest was made during the week from London, when it was stated that the British Government is to import tea from India and Ceylon, and that the public is to get it at cost. This is the outcome of a serious situation that has existed in the British Isles for some time past. In our report last week it was pointed out that the "London Times" was authority for the statement that shipments of tea from India and Ceylon to Great Britain had improved greatly, and that recently they have not been far short of shipments in pre-war period. These incidents in connection with the British market all go to show that the possibility of tea leaving the Canadian market for Great Britain becomes farther remote. There is a good movement of tea in the local market, and prices are holding steady.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Shows Signs Of Better Market Tone

Toronto.

COFFEE, CHICORY, COCOA.—There was a firmer undertone to the coffee market during the week, due to the buying of December options in the primary market. Operators in the market sold more distant months and bought near-by options. This had its effect on the spot market. This movement shows a trend of firmness in the primary market that has been absent for some little time. In the local market there was quiet, as there is no inclination to follow the vagaries of the primary market as rapidly as they take place. It is only when a movement becomes sustained for any period of time that the effect is shown in the local situation. Chicory holds in a firm position, some dealers being inclined to hold their stocks in view of the reported shortage. Cocoa held in steady position at recent quotations.

Coffee—		
Rogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves And Cream Of Tartar Continue Firm

Toronto.

SPICES.—There is a continued strong situation on the local market for cloves. Stocks are getting low, and on the present selling basis of 60c per pound are stated to be 4c per pound lower than they could be sold for if stocks were brought from the New York market at the present. Some local spice men, however, look for the market to become easier in the future. Baking powders are in strong market, an advance of 15c per dozen having been recorded in some lines during the week, making the 16-oz. size $2.40 per dozen and the 4-oz. size $1 per dozen. Some Canadian carraway seed is in the market, having been grown in Quebec. There has been a good demand for spices, although it is hardly as great as it was a few weeks ago.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	....	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test	....	....
2-oz. packages, doz.	....	1 25
4-oz. packages, doz.	....	2 25
8-oz. tins, doz.	....	4 25

Higher Prices Recorded On Rice

Toronto.

RICE.—The embargo on coastwise shipping in the United States is having a serious effect on the arrival of rice from the Southern producing fields. Car transportation is hampered furthermore through the need of cars to move munitions and other war materials. Due to the ocean freight situation on the Pacific there is an equally strong situation for Eastern rices.

Locally prices showed a decided upward tendency, an advance of 1c to 1½c per pound having been recorded on Texas fancy, Blue Rose, Siams and Japans. Texas fancy is now quoted from $10.50 to $12.50 per 100 pounds, Blue Rose at $10.50 to $12.50, fancy Siam at $9.50 to $11.50, Siam second at $8 to $9; fancy Japans are quoted from $9.50 to $11.50.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 50	12 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	9 50	11 00
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	9 50	11 50
Japans, second, per 100 lbs.		
Chinese XX, per 100 lbs.	9 00	10 00
Tapioca, per lb.	0 13½	0 15

Nut Market Shows Steadily Firm Trend

Toronto.

NUTS.—There is a firm trend to the nut market, almonds being in strong tone, due to an advance of ½c per pound in the primary market during the week. Arrivals of new crop almonds are expected in the near future. Walnuts are also in strong market, particularly shelled walnuts. Peanuts are firm and stocks are scarce. Filberts in the primary market showed a weaker tendency, a decline of 1c per pound having been recorded in that quarter. There is a good demand for nuts at the present time.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 17
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Lima Beans Are To Be Allowed To Come Forward

Toronto.

BEANS. — The situation respecting lima beans has been cleared up, as the Food Controller advised local importers that he was prepared to allow shipments of lima beans to come forward at contract prices, provided the local wholesalers would agree not to excite the California market by further buying. The situation as it stands at present is as follows: The Canadian Food Controller has announced that lima beans cannot be purchased at a price to exceed 11½c per pound in California. Purchases have already been made on a basis of 13c to 14c, and wholesalers are only awaiting shipment. The Food Controller has been advised that beans cannot be purchased from the growers for less than 12½c per pound. In the meantime, shipment was held in abeyance until some decision was reached by the Food Controller. Stocks of Ontario beans are expected to be very light. The wet weather of October had a very detrimental effect and farmers have been unable to get their beans dried. Those who have any stocks are holding them at high prices.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	....
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	7 00
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Interest In Package Cereals Increases

Toronto.

PACKAGE CEREALS.—As the time approaches for the cessation of the sale of package cereals in cartons or packages of less than twenty pounds in weight interest is increasing. As to whether a licensing system is to be adopted for those manufacturers who are deemed worthy of same there is considerable conjecture. As it stands at the present time, wholesalers and manufacturers are given until December 31 to clean out their stocks, while retailers are given until January 31. There is a good demand for package cereals reported, as the consumer is evidently stocking up in some instances.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Buckwheat Comb Honey Came Into Market

Toronto.

HONEY, MAPLE SYRUP.—A consignment of buckwheat honey in the comb came into this market during the week, and is quoted at $2.40 per dozen. The consignment of California honey in comb that was mentioned recently as likely to reach this market was sold in transit and diverted to the New York market. There is a continued strong market for extracted honey, with prices firmly maintained. Maple syrup held steady at advances recorded last week.

Honey—		
Clover, 5 and 10-lb. tins	0 20	0 23
60-lb. tins	0 19	0 20
Buckwheat, 60-lb. tins	0 17	0 18½
Comb, No. 1, doz.	3 00	3 50
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25
Buckwheat, comb	....	2 40
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Do., 16 oz.	....	3 25
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	11 70
No. 2, half gal. tins, 12 to case	....	12 25
No. 3, quart tins, 24 to case	....	12 25
No. 3, quart bottles, 12 to case	....	5 50
No. 4, pint tins, 24 to case	....	7 20
No. 4, pint bottles, 24 to case	....	6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Lake Herring Plentiful And Prices Take Drop

Toronto.

FISH, OYSTERS. — Herring from Lake Ontario is in very plentiful supply at present, and prices dropped 2c per pound during the week. In the round these herring are being quoted at 6c per pound for 120-lb. boxes. Wholesale fish concerns are conserving the supply as much as possible through storage and freezing. It is anticipated the big run will be over within a week's time. Whitefish and salmon trout were in good supply during the week, as weather conditions were favorable to the fishermen. The market for Acadia cod is firm at recent advance. All concerns have not yet advanced their price to $3.40 for 1-lb. blocks, but when existing stocks disappear the level will prevail quite generally. Flounders are in firmer tone, an advance of 1c per pound having been recorded. Fancy steak cod was also in firm market.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 15
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	3 00	3 40
Acadia cod, 2-lb. blocks	4 00	4 50
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits 15 lbs.	....	2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels	....	5 00
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	....	
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Haddock, fancy, lb.	0 09½	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 08	0 09
Cod, market, heads on, lb.	0 08	0 09
Mackerel, lb.	0 14	0 16
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, per lb.	0 06	0 07
Pike, lb.	0 10	0 12
Whitefish, lb., fresh	0 12	0 15
Trout, lb., fresh	0 12	0 14
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 30	3 50
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00

Cranberries Higher; Oranges Also Firmer

Toronto.

FRUIT.—Considerably higher prices were recorded in some lines of cranberries during the week, New Jersey Long Keepers being quoted up to $18 per barrel and Late Howes up to $20 per barrel. On account of frost the cranberry crop is reported to have been cut short. Cape Cod cranberries were quoted from $15 to $16 per barrel and $7.50 for half-barrels. California box apples showed a slightly higher range at $2.25 to $2.75 per box. Porto Rican grapefruit is slightly easier in price at $4.50 per case. California late Valencia oranges showed a wider range at $4 to $5.50 per case. Ontario peaches and pears are almost entirely cleaned out of the market. California pears in boxes were quoted from $3.75 to $4 per box. Almeira grapes showed a firmer tendency at a range of prices from $7 to $10 per keg.

Apples—		
California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Greenings, No. 1, bbl.	....	7 00
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Starks, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	4 50
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Grapefruit, Jamaica, case	4 25	4 50
Do., Florida, case	4 50	5 00
Porto Rican, case	5 00	5 50
Oranges—		
Cal. late Valencias	4 00	5 50
Lemons, Verdillis, case	....	8 00
Cal., case	....	....
Vegetable marrow, bbl.	1 50	1 75

Peaches—		
Ontario, 6-qt.	0 30	0 35
Do., 11-qt.	0 40	0 60
Pears, Cal., box	4 00	4 50
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Porto Rican, cs. 30-36s	6 25	6 50
Pomegranates, per box	....	3 50
Cal. grapes, Malagas, keg	....	8 00
Almeira grapes, keg	6 50	9 00
Emperor grapes, keg	5 00	5 50

Potatoes Hold Steady; Beets On Upward Trend

Toronto.

VEGETABLES.—There was a firm trend to the potato market during the week, although prices held at those quoted last week, namely, $2.10 to $2.25 per bag. Potato dealers report difficulty in getting refrigerator cars to move the potatoes from producing points. Some sales in carload lots were made on the basis of $2 per bag. Beets in bags showed a firmer trend, the range of prices quoted being from 90c to $1. Cauliflower was easier at $1.25 to $1.65 per dozen. Canadian cabbage in barrels was quoted at $2 per barrel. Mushrooms were lower at $2.50 to $3 per 4-lb. basket. Spanish onions in large crates were quoted at $6, half crates at $3.50, and small crates at $2. Cucumbers from the Boston district came into the market during the week and were quoted at $2.75 per dozen. Trade in vegetables is rather quiet.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	0 15
Cauliflower, doz.	1 25	1 65
Cabbage, Canadian, barrel	....	2 00
Carrots, bag	0 85	1 00
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	4 50
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, doz.	....	1 25
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates	....	6 00
Spanish, half crates	....	3 50
Do., Canadian, 75-lb.	....	2 75
Do., American, 100-lb.	....	....
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	2 10	2 25
Sweet, hamper	....	....
Spinach, box	0 60	0 75
Green peppers, basket	....	....
Red peppers, 11-qt.	....	....
Tomatoes—		
Hothouse, lb.	....	0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 21.—The trade continue to dispose of their package cereals as fast as possible, wondering whether or not the order will eventually be enforced The makers of some package foods, such as rusks and oatmeal cakes, are still in doubt whether this order applies to their product.

Preparations are being made to start the sale of margarine as soon as the order is given. Cars are said to be loaded on the American side, ready to rush across the border. At present the Government are inspecting margarine packages.

Sugar Situation Is Not So Acute

Winnipeg.

SUGAR.—The turning point apparently has been reached, and the situation from now on will improve. Local jobbers state that for the last two weeks there has been a marked dearth of sugar, but that it is now coming in slowly. As long as the public will economize with their sugar there is no danger of supplies not lasting out. At the time of writing, jobbers were handling their sugar carefully, spreading it out so as to cover the greatest number of customers. As to whether sugar will drop in price, that is a question which local men are not inclined to answer. They state that this has been predicted, but as yet there has been no sign of a decline; it will depend, they say, on the price at which refineries are able to land their raws in Canada.

Car Shortage Affects Dried Fruit

Winnipeg.

DRIED FRUITS.—Very little news is coming through regarding the dried fruit market, probably owing to the fact that shipments will be late this year on account of a car shortage. Brokers state that they are having considerable difficulty getting supplies of raisins out of California. As regards currants, this commodity continues very scarce, and prices being paid in the primary market are much higher; based on to-day's market the retailer would be paying much more than 22c per lb.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 11½
80-90s, 25-lb. boxes, per lb.		0 12
50-60s, 25-lb. boxes, per lb.		0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.		0 08½
90-100s, 25-lb. boxes, per lb.		0 10¼
80-90s, 25-lb. boxes, per lb.		0 10½
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 12⅜
16 oz. choice, seeded	....	0 11⅞
12 oz. fancy, seeded	....	0 10
12 oz. choice, seeded	....	0 09⅞
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 28½

White Beans Are Much Firmer

Winnipeg.

BEANS.—There seems to have been a decided firming up in the white bean market. Whereas two or three weeks ago it was decidedly weak, it is now stiffening up, and, while beans have been quoted in the past as low as $6 per bushel, they are now bringing $7. The arrival on this market of Soya beans does not seem to have affected the white bean market to any extent; in fact, since their arrival the white bean market has taken an upward movement. There has been no definite news from Ontario regarding the crop, and there are few offerings here; local stocks have been looked after from the Orient. Supplies in this market are mainly Indian beans; and, while the price of these during the past four months has been easier, they have advanced at least 85c per cwt. within the past ten days.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel	6 00	7 00
Peas—		
Split, 98-lb. bags, per bag		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

Opening Prices On Pumpkins And Apples

Winnipeg.

CANNED GOODS.—New prices have been quoted on pumpkin and gallon apples. The price of the latter is only tentative. There is a possibility that apples will open up lower when the price had been decided upon, but price of gallon apples this year will be exceedingly high. This is due, of course, to the fact that the apple crop in Ontario has been practically a failure. As regards pumpkins, the opening price is much more reasonable than the trade expected. Salmon—Prices from Pacific coast continue very high, and it is still a question of getting supplies rather than price. Advances are taking place right along.

Government Examine Margarine Packages

Winnipeg.

MARGARINE.—Preparations are being made to put this on the market as soon as the Government permit it. Opinions seem to be divided as to the effect it will have on the price of butter. At present the Government are inspecting the packages in which the margarine will be sold. These are the original packages used by United States packers. In some cases the name of the brand is very suggestive of butter, and some changes may be ordered. It is stated that manufacturers in the United States have cars loaded ready to move as soon as the sale is permitted in Canada.

Fish Prices Up; Choice Poultry Arriving

Winnipeg.

FISH AND POULTRY.—The fresh salmon season ended on November 16th, but there may be one or two shipments on the way. Fresh halibut is finished, and all halibut offering now is frozen at

(Continued on page 45.)

FLOUR AND CEREALS

All Flours Firm; Feed Oats Up 3c.

Montreal.

FLOUR AND FEEDS.—There is an unabated demand for all flours and flour products. Particularly is this true with millfeeds, which are being asked for from all points. Shipments are being made reasonably well, but it is essential that in the case of car orders they be for mixed lots. The deliveries to points served by water routes are brisk and dealers there are laying in some quantities while the lower freight rates prevail. Spring wheat flours are selling well. The tone of the winter wheat flour market is firm, and there is a tendency still to a further firming of prices. Feed oats are in firmer market with an advance of three cents, making a quotation here of 87c. Quotations are:

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	....	0 87

Rolled Oats Demand Good; All Cereal Prices Firm

Montreal.

CEREALS.—The demand for cereals of all kinds is good here, and deliveries are being made with reasonable promptness to outside dealers. The deliveries of yellow corn continue to be very poor, and the complaint of corn product producers is that they are receiving only around 50 per cent. of their needs. Could they secure the corn, they would be in a position to handle the large business which is being offered to better advantage. The sale for glucose will be decreasing soon, and this will relieve, somewhat, the shortage for other lines. Some idea of the importance of corn as a factor in food supplies may be gathered when it is known that some of the large United States mills can handle 60,000 bushels of corn per day. And, of course, they are in a much better position to-day to secure their needs than the Canadian mills. Quotations for the week here are as follows:—

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	5 00	6 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 00	5 25
Oatmeal, granulated, 98 lbs.	5 00	5 25
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 20	4 60
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Inquiry For Flour For United States

Toronto.

FLOUR.—There was a continued good tone to the flour market during the week as inquiries for quotations showed signs of confidence in present values. There is a good demand reported from the Maritime provinces and buying on account of the British and United States Governments is reported to have been active within the past week or ten days. There is an embargo on the shipment of flour out of the country for domestic use in other countries, but apparently an exception has been made when the flour is for use of United States Government. Ontario winter wheat flour is in good demand but wheat is somewhat scarce as the farmers are apparently too busy to make delivery of wheat. Mills are almost without exception sold up for the thirty-day period, the length of time allowed by the Government. Prices hold unchanged.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Corn Crop In U.S. Is Very Unsatisfactory

Toronto.

CEREALS.—A report received by one of the local millers of corn products from one of the largest corn dealers in the United States states that the white corn is of enormous size and very poor quality, due to fact that frost caught it before it had a chance to mature properly. Yellow was somewhat more favored, as it had a better chance to mature. There are, however, numerous large sappy and frost-bitten ears in the yellow corn crop and it is in such a condition that it would not stand transit for at least three or four weeks. It is possible, however, that this sappy corn may be kiln-dried and so made fit for use. Some samples of yellow corn that have reached this market are of rather poor quality. In view of the situation in white corn some millers anticipate higher prices for white corn flour. During the week, however, prices eased off 15c and corn flour is now quoted at $6.35, with hominy grits and pearl hominy also at $6.35. Rolled oats were in firmer trend, an advance of 5c per bag having recorded from the lower quotations of last week. Blue peas were in firmer market and were quoted 1c per pound higher from the low quotation of last week. Demand for split peas and barley from the Canadian West is reported good.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	7 50
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	6 35	6 50
Corn flour, 98 lbs.	....	6 35
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.	....	6 35
Oatmeal, 98 lbs.	5 00	5 40
Rolled oats, 90-lb. bags	4 40	4 60
Hominy, pearl, 98 lbs.	....	6 35
Rolled wheat, 100-lb. bbls.	5 50	6 50
Wheatlets, 98 lbs.	5 70	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Have An Upward Trend

Toronto.

MILLFEEDS.—There was a firm upward trend in certain quarters during the week, when bran was quoted as high as $36 per ton and shorts up to $42 per ton in mixed cars. This represents an advance of $2 per ton by the mill in question on bran and shorts. It was reported that one mill had advanced the price to $37 on bran but nothing to offer on that basis. The general run of quotations was still at $35 for bran, $40 for shorts and $50 for special middlings. Heavy feeds are scarce and the demand continues very brisk.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35-$36	$37-$38
Shorts	40- 42	42- 44
Special middlings	....	....
Feed flour, per bag		3.05-3.10

Rolled Oats Jump 20c Per Bushel

Winnipeg.

FLOUR.—Prices are the same as have prevailed for the past two or three weeks, $11 being quotation on first patents. There is a very good demand for flour.

Rolled Oats—Bulk oats are firm at $3.75, but an advance of 20c is anticipated any day owing to the advanced price of oats, which has jumped 7c per bushel since first of the month. Millers state that 7c does not really cover the full advance, as since the first of the month they have been forced to pay a premium over and above the actual advance. The percentage of oats good enough for milling of this year's crop is smaller than usual, and this will tend to

advance the price of both rolled oats and oatmeal.

Feeds—Feeds are still scarce and prices firm at $34 and $38 for bran and shorts respectively.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	3 95
Rolled oats, pkgs., family size	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 75
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

WEEKLY MARRKET REPORRTS

(Continued from page 43.)

20c. Frozen salmon is bringing 18c, but it is very likely to be higher than this by the time we go to press. Lake trout has advanced a cent to 17c, and finnan haddie, which has been 13½c per lb. for several months, has advanced this week to 14c. There is a noticeable improvement in the quality of poultry arriving. Some of the coops coming in this week were choice. This is important, as some of the stuff lately arriving was the most miserable that ever reached this market. It is hard to explain this sudden improvement, as the cost of feed is very high. Probably the hens are getting older and better able to look after themselves.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 09
Salmon, frozen	....	0 18
Halibut, frozen	....	0 20
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 17
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 14
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Roasting chickens, lb.	....	0 22
Fowl, lb.	....	0 19
Domestic ducks	....	0 24
Turkeys	....	0 30

Grapes Easier; Alberta Potatoes $1.10

Winnipeg.

FRUIT AND VEGETABLES.—There has been no big change in the potato situation this week, though dealers may find prices slightly different. Wholesalers are quoting $1.10 for Alberta whites and $1.50 for Ashcrofts. Sweet potatoes are practically over. Parsnips are still very scarce. Apples are the big sellers just now. Spies are offering: No. 1, $3; No. 2, $2.75; No. 3, $2.50. Wagners are quoted $2.25 per box. Oranges have advanced to $5.50 per case. Emperor grapes now bring $3 a case and $5.50 for drums. Florida grapefruit has declined to $5.50 per case.

Cabbage, lb.	....	0 03
Cauliflower, Cal., doz.	....	2 25
Celery, Cal., crate 100 lbs.	....	7 50
Potatoes, new	....	1 25
Potatoes, sweet, bbl.	....	7 50
Pumpkin and squash, lb.	....	0 01
Carrots, cwt.	....	2 50
Turnips, cwt.	....	1 50
Head lettuce, Cal., doz.	....	1 00
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencia, large case	....	7 00
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Fruits—		
Apples, Nova Scotia, bbl.	....	6 25
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Apples, Spies, No. 1, $3; No. 2, $2.75; No. 3	....	2 50
Apples, Wagners	....	2 25
Oranges, Valencias	....	5 50
Lemons	....	9 00
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Grapes, Emperor, case	....	3 00
Grapefruit, Florida, case	....	5 50

NEW CANADIAN ASSOCIATION

Canadian Interests in United Kingdom Looked After by Distinguished Group

A somewhat distinguished organization has recently been effected among Canadians who are normally residents of the United Kingdom and who represent some of the most successful and intelligent personages of the Dominion. The newly organized Canadian Association with the Duke of Connaught as its honorary president and the Hon. Sir George Perley, K.C.M.G., M.P., the Acting High Commissioner for Canada, as honorary vice-president, disavows any intention whatever of usurping the functions of any existing authority dealing with Canadian affairs, and it is its aim to support and supplement all efforts of such authorities. The association is non-political and is formed to best serve the interests of the Dominion. No action on official or public questions will be taken without first consulting the High Commissioner for Canada.

Many matters arise in the United Kingdom affecting the Dominion and it is contended that the views of such an important body as that newly formed would be of value. The main object of the association will be to bring into touch with each other those residents of the United Kingdom who can best advance the interests of Canada. The constitution adopted provides that any resident of the United Kingdom who was born in Canada, or whose predominant interests are Canadian shall be eligible for election as an ordinary member, and that any resident of the United Kingdom with investments, business or social interests in Canada, or who has resided in the Dominion, will be eligible for election as an associate member.

P.E.I. POTATO CROP AT LOW PRICES

Dealers in close touch with the Prince Edward Island potato market expect a considerable slump in prices shortly. Recently a decided drop in prices on bags of potatoes was made. This drop is accredited to the large supplies on hand through the failure of American buyers to remove the crop before Nov. 15 after which shipment in ordinary box cars is prohibited. For several weeks the Island was overrun with buyers and prices were stiffened. Some farmers with storage facilities refused to sell their crops and when it was found impossible to move the crop the American buyers left the island, thus throwing large quantities of potatoes on the market at a price considerably lower than has existed this season. Dealers expect the bottom will go completely out of the market.

BRITISH FIRM AFTER CANADIAN GOODS

H. F. Sandeman, representing R. Lehmann & Co., produce merchants and importers, London, England, is in Canada calling on firms interested in selling on the British market. He arrived in Canada about October 1 and has taken a trip through important sections of both Canada and the United States. He will return to England via Newfoundland. While in Toronto Mr. Sandeman was a visitor at the office there of CANADIAN GROCER. He is not a stranger to Canada, having lived in the West a number of years. He has made arrangements with a number of foodstuff firms here on behalf of his London house to represent them in the Old Country.

THE MALAGA FIG CROP

The fig industry of Malaga, Spain, was of small importance until the outbreak of war when the Turkish, Greek and Italian export trade was interfered with, when Spanish figs sprang into prominence. The exports of dried figs from Spain during 1916 were 10,033 metric tons. Under favorable conditions the Malaga district yields about 15,000 tons of figs of which 8,000 or 9,000 are available for export. Many new trees are now being set out and the trees begin to bear when four years old. As soon as the figs are ripe they are removed from the trees and laid on the ground to dry in the sun. At night they are covered over with canvas. The drying takes only five or six days when the figs are ready for packing.

The outlook for this year's crop is very good though it is two or three weeks later than usual. It is estimated the yield may reach 15,000 tons. The quality is also said to be very good.

BIG SAVING IN UNITED STATES WHEAT

A big saving of wheat in the United States has been effected by the co-operation of millers, farmers, grain dealers and consumers according to J. Barnes, president of the Food Administration Grain Corporation. Mr. Barnes states the decrease in flour consumption amounts to 20 per cent., while flour mills have increased their production 15 per cent. above last year. Flour exports will total approximately 35,000,000 barrels as compared with a normal export of 15,000,000 barrels, according to Mr. Barnes' statement.

Mr. Barnes believed that the corporation had brought the country out of a situation approaching a flour famine and stated that in sixty days the obligations of the United States to the Allies had been discharged as far as humanly possible.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 20.—Rolled oats advanced 20c. Pendray's pearl soap advanced to $6.50 per case. Gallon apples are quoted at $1 per case higher than price on present stock. Local jobbers are cleaned right up on corn 2's. Tomatoes 2's and ½'s are $5 to $5.50. Strawberries and raspberries 2's, heavy syrup, are quoted at from $6.20 to $6.85. Siam rice is $7 to $7.50. Lemons are $9.50 per case. Maple syrup, oyster shell twine, and liquid shoe polish are all higher this week. Regarding the sugar situation here, it is fully expected that there will be ample supplies if everyone avoids hoarding. Storage eggs are moving freely.

CALGARY:		
Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	3 95
Rice, Siam, cwt.	7 00	7 50
Tapioca, lb.	....	0 13½
Sago, lb.	....	0 13½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	....	13 50
Tomatoes, 2½s, standard case	5 00	5 50
Corn, 2s, standard case	....	....
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 50
Salmon, pink, tall, case	8 75	9 50
Salmon, Sockeye, tall, case	....	16 00
Do., halves	....	18 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 20.—Business continues brisk in this district. There is much fall ploughing being done by farmers owing to the summer-like weather continuing beyond the middle of November. Travel and trading are unhampered by bad weather. Potatoes are scarce, and are quoted at $1.25 per bushel. Prices on the new crop of gallon apples are expected to be very high. The present quotation is $2.75. Evaporated apples are quoted at 19½c per pound and are scarce. Brooms are still advancing in price. Forest and Stream tobaccos are higher. Some lines of tobaccos have gone up as much as 10c per pound. Beans are $6.75.

REGINA—		
Beans, small white Japan, bu.	....	6 75
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	12 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 00
Rice, Siam, cwt.	....	8 00
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 09
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 46
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	5 40	5 80
Corn, 2s, standard case	....	4 90
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	....	2 75
Apples, evaporated, per lb.	....	0 19½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case.	....	15 00
Salmon, pink, tall, case	....	8 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 20.—Christmas trade is still slow owing to delayed arrivals and general uncertainty. St. John dealers were surprised by the receipt of a telegram from the Food Controller inviting them to contribute towards a fund to boost egg consumption and relieve the market. There is no surplus here, but dealers indignantly reject the proposition on general principles. The steamer Caraquet, bound for St. John with a cargo of raw sugar is aground. The delay threatens local supply. Sardines advanced to $6.75. Cream of tartar has jumped 8c, and is now 71c to 74c. Lemons advanced and are now $8 to $8.50. Oranges are now $5 to $6 per case. Potatoes are firm, with an upward tendency. Tomatoes are out.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 50
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 55
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 30	0 30½
Lard, compound	0 24	0 24½
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 71	0 74
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	8 00	8 50
Oranges, California, case	5 00	6 00
Grapefruit, case	6 00	7 00

PRODUCE AND PROVISIONS

(Continued from page 50.)

pected from now on. Last week there was a very firm undertone to all provision prices. Butter—Creamery prices are unchanged and are firm. There is little movement to dairy, and the market for good stock is unchanged. Eggs—There is still a large quantity of hot weather eggs going out to the retailer, and the stock is comparatively poor. These poor eggs will go out until the hot weather eggs run out and the storage eggs are brought on. The movement of eggs to the East for export continues. Shipments, however, rest entirely with boat space procurable. Cheese—The market is unchanged.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 38
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 26½
20s	....	5 60
Cases, 5s	....	16 43
Cases, 3s	....	16 50
Lard, Compound—		
Tierces	....	0 22
Tubs, 50s, net	....	11 13
Pails, 20s, net	....	4 70
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

Ferguson Bros., general store, Stranraer, Sask., has been succeeded by P Young.

PRODUCE AND PROVISION DEPARTMENT

THE MARKET AT A GLANCE

THERE was a strong market on barrel pork during the week and prices were in advance of those quoted last week. An active demand is reported on barrel pork and long clear bacon. Live hog receipts were lighter during the week and prices were higher by $1.25 per hundred pounds. This fact puts an undertone of firmness in the market for hog products of all kinds. Both lard and shortening were in strong market due to the scarcity of raw materials. Higher prices were quoted in some quarters on pure lard. There is a good demand for lard and shortening. Steadiness characterized the butter market during the week. There was a disposition for some commission men to look with a degree of scepticism on the recent report of the high cost of living commissioner. It is their belief that stocks of butter in the country are not as heavy as his report would indicate. Storage eggs were in continued weak market due to a decline in the United States market and also to the existence of heavy stocks on this continent. Turkeys have been coming into the market in better supply, but reports from producing districts would seem to indicate that stocks of turkeys in Ontario are not heavy. Business generally is reported good in produce and provisions.

Live Hogs Up ½c. Shortening Up

Montreal.

PROVISIONS.—There is a better tone to the live hog market this week with an advance approximating ½ cent per lb. At this, the tone is very strong. Receipts have been light and in the quality there is some improvement. The advance will tend to a firming of prices for cured meats, although there is no change as yet. Live hogs are quoted to-day at $18 to $18.50 per 100 lbs. Dressed are selling at $23 to $25.50 and are in strong market at these prices. Lard and shortening are selling fairly well and are stronger in tone at an advance all round of half a cent per lb. Quotations for the week here are as follows:—

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30
Shortening—		
Tierces, 400 lbs., per lb.	0 23	0 24
Tubs, 50 lbs.	0 23¼	0 24¼
Pails, 20 lbs., per lb.	0 23½	0 24½
Bricks, 1 lb., per lb.	0 25½	0 26¼
Hogs, dressed	23 00	25 50
Live	18 00	18 50

Good Demand For Poultry Better Receipts Expected

Montreal.

POULTRY.—There is a very active and popular demand here for poultry, both fresh killed and frozen, which is considered of high food value. Meat prices being so high, many people prefer to buy poultry more freely than formerly. If the weather changes, as is now likely, the farmers will have to leave the outdoor work, in which they have been engaged all fall, and many will begin to market their poultry. Some fowl and chickens have been coming to hand, while the receipts of turkeys and geese are small. From now on, the latter will likely be more in evidence in the local markets. This week the following places are holding poultry fairs:—Spencerville, Kemptville, Fish Creek and Jasper. These will be visited, of course, by the local dealers, and some better receipts for next week may be looked for.

Poultry—		**Dressed**
Old fowls	0 18	0 19
Chickens, milk-fed, crate fattened, lb.	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	0 17	0 21
Turkeys (old toms), lb.	0 27	0 28

New-Laid Eggs Scarce; Storage Eggs in Demand

Montreal.

EGGS.—It is practically impossible to secure any considerable quantity of new laid eggs here. Scarcity of feed must be responsible for fewer flocks of chickens. The prices for what fresh eggs come in are high indeed. With so few available, the storage egg demand has much improved and these are now moving out fairly well. Local conditions will be governed largely by the conditions obtaining in the New York and Chicago markets, while the space which can be secured for export shipments will be a factor in the prices to be asked in the near future. If space be not available, there may be a lower tendency for storage stock, which is heavy.

Eggs—		
New-laid (specials)	0 55	0 60
Selects	0 46	0 47
No. 1's	0 42	0 43
No. 2's	....	0 40

Cheese Receipts Small With Fair Demand

Montreal.

CHEESE.—The receipts of cheese here are quite small and when compared with those of a year ago there is a great disparity in quantities being received. With the fine weather that has prevailed generally many farmers have, as a result, been delivering milk to certain factories which have continued to operate longer than usual. The good prices obtaining for cheese have been responsible, of course, for the factories continuing to make cheese. A certain amount of Dutch cheese is now on the market. Prices are maintained as quoted herewith:—

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Butter Receipts Better Slightly Lower Tendency

Montreal.

BUTTER.—There has been a good deal of movement in butter from western points of late. This, for a time, made a better situation in the matter of supply, but some car lots have recently found their way to outside points and some considerable quantity has passed through and beyond for export. Consequently, there is no great surplus here,

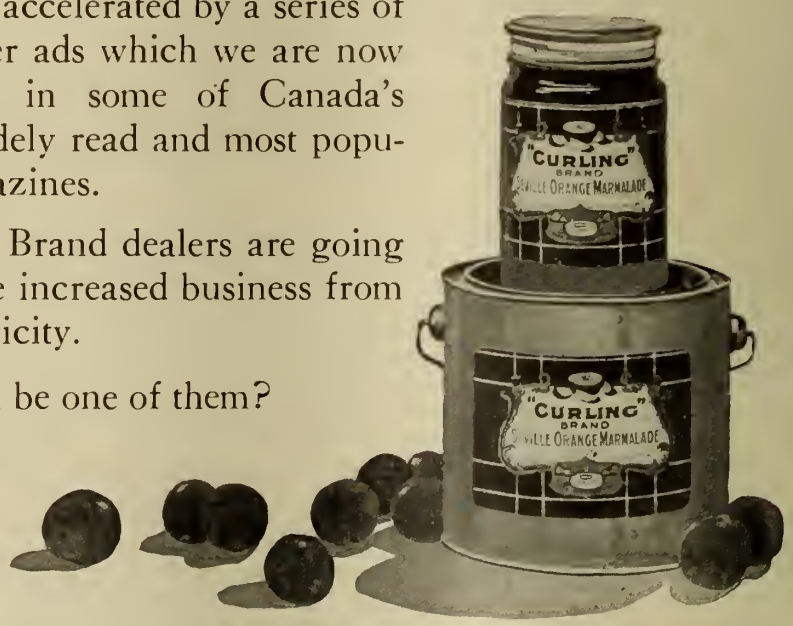
"Curling Brand" quality will make good in your store

Curling Brand Seville Orange Marmalade is made in Canada—at St. Williams, Ont. The Scottish character of the name and the label suggests the quality—that fine old Scottish quality so much esteemed by marmalade users everywhere.

The demand for Curling Brand Marmalade is growing apace. It is being accelerated by a series of consumer ads which we are now running in some of Canada's most widely read and most popular magazines.

Curling Brand dealers are going to secure increased business from this publicity.

Will you be one of them?



St. Williams Fruit Preservers

LIMITED

ST. WILLIAMS ONTARIO

Distributors:

MACLURE & LANGLEY, LIMITED

Toronto Winnipeg

OLEOMARGARINE

Made in Our Factory Under Government Inspection.

Orders Promptly Filled

There is bound to be an immediate demand—and a big one—for Oleomargarine as soon as it is placed on the market.

The high price of the best grades of butter and the poor quality of many of the cheaper grades will made H.A. Brand and York Brand Oleomargarine, fresh and sweet and wholesome as they are, the popular spreads for bread.

For the difference in price between the cheapest of Butter and "H.A." or "York" Brand Oleomargarine is considerable—more than enough to tempt the most reluctant housewife to give them a trial.

Two Brands H.A. and York

"H.A." Brand and "York" Brand Oleomargarine are put up in unusually dainty one-pound packages—in a Factory as clean as a Kitchen.

Get ready to supply your customers—give them the best—"H.A." Brand or "York"—Oleomargarine on the market.

MADE IN CANADA BY

THE HARRIS ABATTOIR COMPANY, Limited

TORONTO, CANADA

"COME IN AGAIN"

It is quite right to say this to a customer, but whether she does or not depends on how well satisfied she is with what you sell her.

"KEYSTONE" Household Brushes

will build up profitable trade for you. Every one in the hands of a customer is a constant reminder that you give good, reliable quality for moderate price.

Write for Prices, Etc.

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Bull Dog Cleaners will give you a firm grip on better profits

They are good, quick sellers—the 19 Bull Dog lines. And they bring worth while profits to the dealer pushing them.

Good grocers all over Canada are featuring "Bull Dog" Cleaners. Good housewives in every community are enthusiastic about Bull Dog dependability.

Do your customers know how good these lines are? Are you aware of the great profit-making possibilities of "Bull Dog" Cleaners? Get acquainted.

Manufactured by
The John B. Paine Co., Ltd.
Toronto and Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

but the supplies are quite ample. Prices were shaded slightly, in one instance at a local auction sale a decline of ¼c being noted for finest creamery. The farmers are not inclined to appreciate a lower price schedule for butter, and if prices should lower a great many will cease making, it is understood. The licenses, which jobbers must have before marketing margarine, are not yet obtainable, and the jobbers claim that it will likely be some time before they are offering the new product. Sales are being made here at the following prices:—

Butter—		
Creamery prints (fresh made).	0 44½	0 45½
Creamery solids (fresh made)..	....	0 45
Dairy prints, choice, lb.....	0 42	0 43
Dairy, in tubs (choice).....	....	0 40
Creamery, storage, solids.....	....	0 46
Do., storage, prints.....	....	0 47

Barrel Pork Market Active

Toronto.

PROVISIONS.—There is an active demand at the present time for barrel pork, principally from the lumbering companies. Prices were higher by $1 to $2 per barrel, making the range on mess pork from $52 to $53 per barrel, on short cut backs $56 to $58 and pickled rolls from $52 to $53 per barrel. Long clear bacon is also in active demand. There is a firm undertone to meat products during the week as a result of the higher prices being paid for live hogs, price on fed and watered hogs having advanced $1.25 per hundred and at the time of writing being quoted at $18 per hundred. Dressed hogs advanced $1 per hundred and are now quoted at $25 to $26 per hundred. There was a firmer tendency in medium hams in certain quarters, the price having been advanced 1c per pound. There was also a firmer tendency in long clear bacon with slightly higher prices recorded in some quarters.

Hams—		
Medium	0 30	0 31
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.....	0 44	0 46
Bacon—		
Breakfast, per lb.....	0 37	0 40
Roll, per lb.....	0 28	0 31
Wiltshire (smoked), per lb....	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.....	0 27½	0 29
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.....	0 42	0 45
Hams, roast, per lb.....	0 43	0 50
Shoulders, roast, per lb.....	0 38	0 47
Barrel Pork—		
Mess pork, 200 lbs.....	52 00	53 00
Short cut backs, bbl., 200 lbs..	56 00	58 00
Pickled rolls, bbl., 200 lbs.....	52 00	53 00
Hogs—		
Dressed, abattoir killed.....	25 00	26 00
Live, off cars.....	....	18 25
Live, fed and watered.....	....	18 00
Live, f.o.b.	....	17 25

Pure Lard Is In Still Stronger Market

Toronto.

LARD.—There was a still stronger market for pure lard during the week as evidenced by the advance of ½c per pound by some of the big dealers, making the quotation from 28c to 28½c per pound tierce basis. There is a good demand for lard, with lightness of hog receipts affecting the supply. With a firmer tendency in hogs during the week there is a continued undertone of firmness.

Lard—
Pure tierces, 400 lbs., per lb. 0 28
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Shortening Strong; Raw Materials Scarce

Toronto.

SHORTENING.—There was continued strength to the shortening market during week as a result of the scarcity of raw materials and firm prices prevailing for the articles that are used in manufacture. Demand on shortening is good. Until there is an easier feeling in the markets for the raw materials dealers anticipate there will be a strong market for the finished product. Prices held unchanged during the week.

Shortening, tierces, 400 lbs., lb. 0 24 0 24¾
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Butter Men Sceptical On Commissioner's Report

Toronto.

BUTTER.—Butter men in this district were inclined to express doubt as to the accuracy of the high cost of living commissioner's report on the amount of butter held in country. Two commission men here expressed the opinion that their stocks were certainly not heavier than they were last year at this time and that butter did not seem to be any too plentiful. There was a steadiness in the market during the week without any inclination to go lower. There is a steady demand for butter. Licenses for the sale of margarine are expected to be issued about December 10, according to announcement recently made from Ottawa.

Creamery prints, fresh made.....	0 45	0 47
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.....	0 43	0 45
Dairy, prints, lb.....	0 35	0 40

Farmers Holding Eggs And Lose Thereby

Toronto.

EGGS.—There is a disposition for farmers to hold their new-laid eggs and market them in larger quantities, according to reports from the commission men. This is working out to the detriment of the farmer as the majority of the eggs are no longer prime fresh eggs when they reach the market and consequently have to be graded lower. Commission men advise that the eggs should be marketed in small quantities and maximum prices will then be obtainable. Storage eggs were weak as a result of a decline of 1c per dozen in the Chicago market. The market for strictly new-laid eggs showed a higher tendency as these eggs are scarce. One commission man pointed out that Chicago prices are now 4c below what was the average cost of putting them in storage.

Eggs—		
New-laids, in cartons	0 55	0 60
Storage selects, ex-cartons.....	0 45	0 47
Storage, No. 1, ex-cartons.....	0 43	0 44

Some Cheese Factories Continue to Manufacture

Toronto.

CHEESE.—While the majority of the cheese factories have ceased operations for the season there are still a few continuing. The open fall and the fact that the cows are still able to get some pickings from the fields is tempting some manufacturers to operate their factories as long as possible. There is a steady demand for cheese locally and prices held unchanged. The Cheese Commission still continues to buy at 21¾c per pound, f.o.b. steamer Montreal.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Venison in Market: Turkeys Coming Better

Toronto.

POULTRY, GAME.—Some supplies of venison were on sale during the week as a result of the recent open season for Ontario. By the carcase, venison was quoted at 17c to 18c per pound in a wholesale way. Reports from hunters state that deer were scarce in the North this year and that those who secured their quota of one deer considered themselves lucky. The arrivals of turkeys were heavier during the week, some nice birds from 8 to 9 pounds in weight having reached the market. Reports from the turkey raising districts seem to indicate that supplies will not be plentiful this year. Chickens were in fairly good supply and demand was steady. Prices held unchanged during the week.

Prices paid by commission men at Toronto:	Live	Dressed
Ducks	$....-0 16	$....-0 20
Geese	....-0 13	....-0 18
Turkeys	0 18-0 24	0 23-0 28
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.....	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs...	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 25
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 28-0 32
Geese	0 17-0 19	0 20-0 23

Hot Weather Eggs Poor In Quality

Winnipeg.

PRODUCE AND PROVISIONS.—The run of hogs last week was fairly liberal; prices, however, were steady, the market ruling $15.75 to $16. Heavy runs are ex-

(Continued on page 46)

A Stitch in Time-

What, as boys, did we care for that "stitch in time" which mother said—"saved nine"?

The only "nine" that we cared for was the "nine" we were on. So we kicked as we waited for her to sew up the slit or put on the button.

What, as men, do we care for the one little thing, which, saved every day, quickly makes the nine little things—then ninety-nine hundred—then nine thousand—and wealth!

The

SHERER COUNTER

with its 31 drawers and its scores of advantages, is 31 stitches, which, saved every day and multiplied by nine, make in every ten hours 2,790 saved stitches—and big profits.

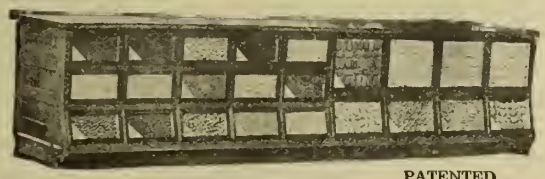
This, you say, is a figure of speech. True! But the figure of speech is actually real! Sherer counter savings mount up so fast as to make the counters quickly pay for themselves. In these war times they cut costs—make profits—help you to help win the war!

We are in earnest. If YOU are in earnest, write us for Booklet AC.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

TO

Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents and Brokers Directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

CHARBONNEAU

The name that stands for

PURITY AND QUALITY IN BISCUITS AND CONFECTIONERY

Are You Displaying IMPERIAL Maple Cream Butter?

CHARBONNEAU LIMITED, 330 Nicolet St., MONTREAL

Economical and Good

Housewives everywhere who are doing their bit to conserve the nation's food supplies are fully alive to the great economy of using good, wholesome sea foods extensively.

This is why good grocers are finding it more than ever worth while to feature the delectable and inexpensive

Brunswick Brand
Sea Foods

Be one of those aggressive dealers. Show a stock of Brunswick Brand every day and your sales will quickly grow.

For Brunswick Brand repeats.

CONNORS BROS.
LIMITED

BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars. 1f oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 90
14's Tin or Wood, 4 pails in crate, per lb.	14½
80's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz	2.45
Perfection, ½-lb. tins, doz	2.45
Perfection, ¼-lb. tins, doz	1.35
Perfection, 10c size, doz	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 15
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 89
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 95

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS
MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

CENTURY SALT
TRADE MARK
Your customers will like Century Salt
They cannot help but like its clean, sparkling purity and perfect seasoning qualities.
Century Salt is a good, brisk selling line—one worth featuring every day the year round.
Are you supplied?
THE DOMINION SALT Co LIMITED
SARNIA. ONT.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.

Try Marsh's on your particular trade

The man or woman with whom quality is a first consideration are deeply enthusiastic about the delicious goodness of Marsh's Grape Juice.

Good grocers should always feature Marsh's. It pays.

The Marsh Grape Juice Company

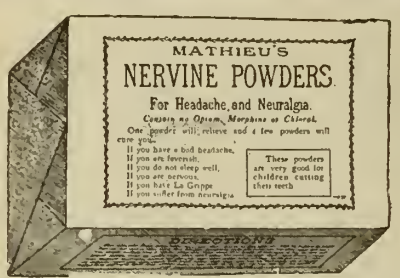
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.

Ontario

Rose & Laflamme, Ltd.

Montreal, Que.



Worth featuring at any time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company

SHERBROOKE, QUEBEC

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches— Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss— 1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Culinary Starches— Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY-WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads. per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ buuts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb boxes	0 58
Walnut, 9s	0 70

PEACE BY CHRISTMAS

A POWERFUL editorial dealing with the important war developments of the week, including Lloyd George's speech in Paris and Lord Northcliffe's letter regarding the new Air Ministry. These statements are a startling revelation of existing conditions in British political circles and confirm once more THE FINANCIAL POST'S policy in advocating these fearless, able men as the most essential for the winning of the war and for lifting us out of the mess into which the intellectual, incompetent Asquith-Grey-Churchill-Balfour combination had got us.

GOVERNMENT REGULATION AND THE HOG INDUSTRY

There is a serious and imminent danger that the proposed government regulation of packing profits will have the effect of handicapping the market facilities for Canadian grown hogs. It is not only proposed to reduce the profits on turnover but in addition to reduce possible income to a maximum of 11 per cent. Any step which is likely to interfere with the development of marketing facilities may quite easily reduce the price to the hog raiser to a much greater extent than any benefit to the consumer. The higher the market for hogs the greater the benefit of the hog raising industry to the whole country.

WALL ST. BEARS CONTINUING TO PLAY WITH C.P.R.

A special article from our correspondent in New York dealing with the market developments as regards Canadian Pacific stock during the week. The heavy liquidation in this stock continues; in fact over 500,000 shares or more than 20 per cent. of the entire common issue outstanding have changed hands since the 1st of July.

SHELL ORDERS CONFIRMED

Official announcements from American sources during the week have confirmed the advanced reports of the Financial Post as to orders placed in this country by the American government for shells. The business so far is for 7,000,000 75 millimetre shells. The American shell orders in sight total about $50,000,000 but it is expected that the orders will continue indefinitely and that the total will go at least $100,000,000 to $200,000,000.

The foregoing are only a few of the special features of the FINANCIAL POST'S 20-page issue last week. Attention may be directed to such other articles as:—

"Automobiles Have Helped Out on Farms."
"U. S. War Orders Will Help Our Trade Balance."
"Some Revival of Interest in Canadians."
"The Good and Evils of Short Selling."
"Railway Capital is Also More Expensive."
"Public Utility Companies are Facing a Crisis."
"Book Paper Probe Quite Intricate."
"Mr. McAdoo Does Not Want Bonds to Cross Border."
"Canada's Part in Future of West Indies."
"Prime Cause of Rise in Bar Silver."
"Big Business and its Part in Great War," etc.

These special articles were all in addition to our regular departments and regular service. These include News of Securities, with items on practically all important Canadian stocks, our pages for bankers with space devoted to practical problems of the branch manager, News of the Bond Market, dealing largely with the Victory Loan, Field of Municipal Finance, Investors Insurance Notes and Real Estate and Mortgages.

All features and departments are compiled and arranged in the interest of the Canadian investor and the Canadian business man.

Each issue of THE FINANCIAL POST is quite as interesting.

The following letter from a very prominent manufacturer and salesman indicates the high opinion in which the paper is held by its subscribers.

THE FINANCIAL POST,
Toronto.

Dear Sir:

Recently we sent you a subscription covering the delivery of The Financial Post to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information valuable to any traveling representative of any firms.

(Sgd.) F. E. MUTTON,
Vice-President,
International Time Recording Co., Toronto.

Oct. 12, 1917.

THE FINANCIAL POST is mailed every Friday night. Sign attached coupon and take advantage of the splendid weekly service it gives its readers.

FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a subscriber commencing at once. I will forward $3.00 for my subscription on receipt of invoice.

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T.P.

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

F. W. FEARMAN CO.
LIMITED
HAMILTON

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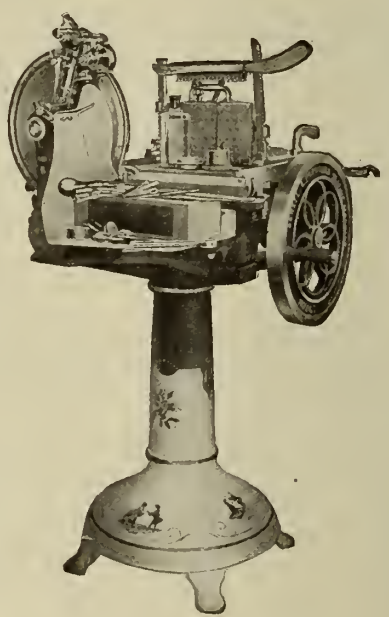

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

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CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge, Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 40
Jersey Brand, Hotel, each 24 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

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Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.50.
Boneless Pigs' Feet—1s, $3.50.
Roast Beef—½s, $2.90; 1s, $4.00; 2s, *$8.85; 6s, $34.75.
Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.
Cambridge Sausage, 1s, $4; 2s, $8.00.
Boneless Pigs' Feet, ½s, $2.50; 1s, $3.50; 2s, $8.50.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.
Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal, ½s, $1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, venison, ¼s, $2.00.
Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12.00; 2s, $15.50.
Ox Tongues, glass, 1½s, $14.00; 2s, $17.00.
Mincemeat in tins, 1s, $2.70; 2s, $3.80; 5s, $12.00.
In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
In Glass, 1s, $3.25
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.
Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.
Pork and Beans, Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, $2.
Clark's Chateau Chicken Soup, $1.75.
Clark's Chateau Concentrated Soups, 13 kinds, $1.25.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.
Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.
Canadian Boiled Dinner, 1s, $2.50.
English Plum Puddings, ½s, $2.45.

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 80
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S

for DECEMBER

MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and he has lived to tell us his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

--Leacock, of Course

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson—McBeth—Mumford

A LONG instalment of **Oppenheim's** absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge McBeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook, The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands 15c.

Gadsby's Story of the Union Government

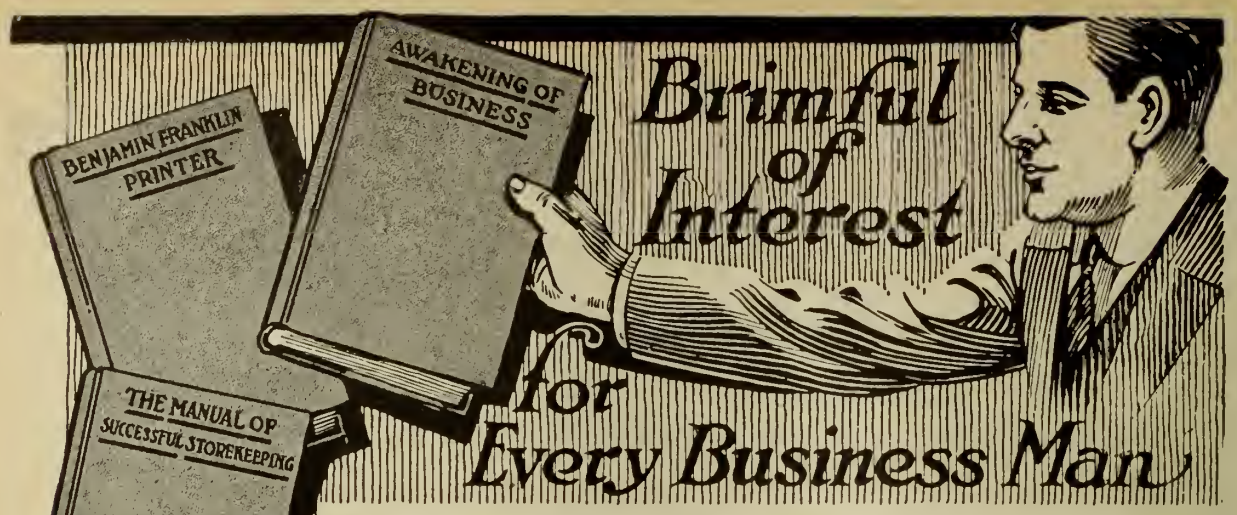
GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.



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PLEASE SEND ME the following books, charges prepaid. I agree to remit $1.00 within five days after receipt of books and $1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

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We can now offer a fine assortment of apples for present and later use. *The Ontario crop* being small, prices are higher than previous years.

We can ship from Toronto in small lots or from Brighton where we are packing in car lots.

Also Nova Scotia apples and British Columbia and Washington Boxed Apples.

Can suit any requirement for Cooking, Baking or Table Apples.

Enquiries solicited.

Fresh Consignment *New Lemons* to Hand.

FISH

Everybody's Eating Fish. Why? You assist the Government in releasing beef and bacon for overseas.

It is cheaper than meat. It is *good brain food,* and a clear brain fits you for the day's work, to make Dollars to Buy

Victory Bonds

Therefore Eat Fish and Buy Bonds.

Every saleable variety of the finny tribe from the both oceans and intervening lakes and rivers. Put up in numerous attractive ways. *Oysters* solid in meat. *A specialty.*

Weekly Price List for the Asking.

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CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

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Is Selling a Business?
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In Securing a Position?
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In Disposing of Second-hand Fixtures?

Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

GENERAL STORE STOCK; THREE THOUSand; good business; post office in connection. W. H. Bartholomew, Vanessa, Ont.

GROCERY; EXCELLENT LOCATION. BUILDing, stock and fixtures for sale; retiring from business. Apply Box 262 Canadian Grocer.

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

FOR SALE—MULTIGRAPHED FORM LETters, for effective collection of slow accounts. Order just what you require of each "strength." Wording and punctuation correct. Sterling Brannen, Fredericton, New Brunswick.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION WANTED

MARRIED MAN WITH 14 YEARS' EXPERIence in groceries and crockery open for engagement as manager or head clerk in store. Good references furnished. Box 80, Canadian Grocer.

POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENing for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST., - LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

The money is yours—and we'll get it for you.

That is if you just say the word.
Look over your books. See the number of bad accounts and realize that you are losing money on them every day.
WE CAN GET YOUR MONEY FOR YOU.
Ours is a large reputable organization qualified to collect anywhere.
Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.

HO-MAYDE

Bread Improver.
Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Western Agents,
C. & J. JONES,
WINNIPEG.

HO-MAYDE PRODUCTS CO., - TORONTO

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH

JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER
143-153 University Ave.
TORONTO, ONT.

When It Comes To Flour You Can't Do Better Than Stock

PURITY FLOUR

"Purity" is just a plain dollars and *sense* proposition. It is a rich, nutrititious, high-grade flour that sells to sensible people at a sensible price —and leaves a good margin of profit for you.

You owe it to your customers—to your own best business judgment—to sell flour of recognized merit. "Purity" is the one brand you'll delight in recommending to your personal friends and most particular customers.

Prove your claim to public confidence and trade. Purity Flour will do it for you—absolutely—positively—unmistakably. It will *always* "make good."

Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Oh, Canada!

Our boys at the front are doing **Nobly.**

Are we doing our best to

BACK OUR BOYS?

Have **You** made up your mind to

BUY WAR BONDS

to the limit?

"Carry On" Canada

Walter Woods & Company
HAMILTON - ONTARIO

APPLEFORD'S SANI-WRAPPERS

It's Service That Counts

Why should people patronize your store? Your competitors probably have about the same quality of meats, vegetables and staples. Package goods are, of course, indentical.

It's service that counts—the little attentions, cares and courtesies. Wrapping parcels in Appleford's Sani-Wrappers is one of the important things that invite favorable attention and comment. People will pass other stores to come to yours if you give them the Appleford kind of service.

ASK YOUR JOBBER FOR SANI-WRAPPERS

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG AND VANCOUVER

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, NOVEMBER 30th, 1917 No. 48

Let

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

build up your sales.

Its high quality backed by good advertising is making STAG a paying proposition for every grocer.

Handled by all the wholesale trade.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

St. Lawrence DIAMOND Sugars

If Figured On Quality And Satisfaction

Are The Best Sugars You Can Handle

ST. LAWRENCE SUGAR REFINERIES, LTD.
MONTREAL

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Bordens

LEADERS OF QUALITY

Reindeer Coffee
and
Reindeer Cocoa

will bring you quick, profitable sales during the cold weather months. Their well-known convenience and utility make them particularly popular during the social season.

A window display of Reindeer Coffee and Reindeer Cocoa will connect you with this ever-growing demand. People everywhere know what Borden quality is and every household you get to try these lines will be on your list of steady customers.

You'll find it worth your while to put your very best selling efforts behind Reindeer Coffee and Reindeer Cocoa.

Ask your wholesaler to ship you a supply to-day. Get them before your trade and be convinced of their selling value.

Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Just One Best

If you had to choose among the claims of several salesmen in your store, each claiming his product to be the "best," it is safe to say you would settle the question in favor of the product with the reputation.

Shirriff's
True Vanilla

settles the customer's problem, for she decides on reputation, too. Shirriff's has been a favorite all over Canada for more than thirty years. Shirriff's is

50% stronger than the Government standard for pure vanilla.

Shirriff's is made by a process taking a whole year to complete, and comes from the Mexican vanilla bean —the world's best.

So you see the Shirriff reputation has been **earned** by quality; and it is quality that sells extracts. Order a case or two.

Imperial Extract Co.
Toronto

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

If interested, tear out this page and keep with letters to be answered.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

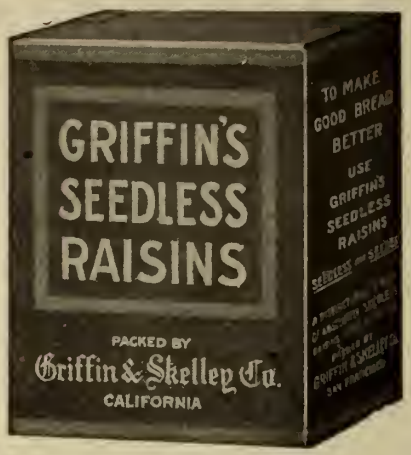
They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. Clark's **MONTREAL**

If interested, tear out this page and keep with letters to be answered.



The element of doubt is entirely removed when you sell a customer Griffin's Seedless Raisins.

Their quality—their cleanliness—their delicious wholesomeness have made them a strong favourite with particular people.

Show them in your displays.

CHARBONNEAU

The name that stands for

PURITY AND QUALITY IN BISCUITS AND CONFECTIONERY

Are You Displaying IMPERIAL Maple Cream Butter?

CHARBONNEAU LIMITED, 330 Nicolet St., MONTREAL

REMEMBER

COWAN'S COCOA—

"Perfection Brand" Purest and Best

SELL IT!

PUSH IT!

B-24

Get a Share of the Milk Business

Klim will divert the Milk Business into your store. The demand has been created by our advertising. Thousands of Grocers are taking profits by selling this easy-to-handle Grocery staple—pasteurized, separated milk in Powder Form.

It is packed in sanitary, slip cover tins, 1 pound and 10 pound sizes.

The sale of Klim has tripled in less than two months. The high cost of liquid milk and the genuineness of Separated Milk Powder (as proven by Government Bulletin No. 257) has convinced the housewife of its economy and wholesomeness.

Order from your Wholesaler.

CANADIAN MILK PRODUCTS, LIMITED

10 William Street, Toronto 10 Ste. Sophie Lane, Montreal
W. H. Escott Limited, Winnipeg Kirkland & Rose, Vancouver

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line.

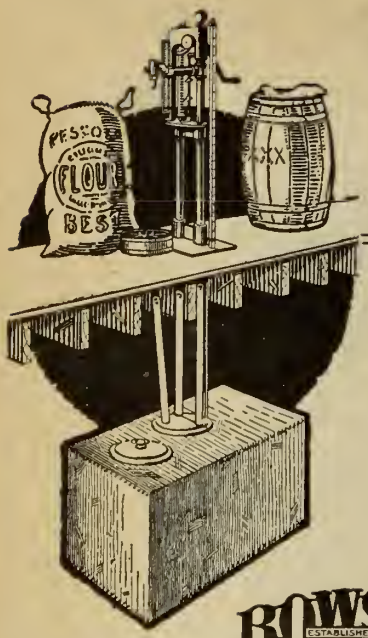
"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.



No More— Oil Fumes

The ofttimes serious damage to food supplies by oil fumes is the result of the improper storage of oil. Fumes, on account of their ready mixture with air, are carried throughout the store, where all foods capable of absorption and contamination are rendered useless.

BOWSER
ESTABLISHED 1885

OIL STORAGE SYSTEMS

keep oil fumes (which are really the strength and body of oil) where they belong—with the oil—and prevent all other waste, such as spilling, dripping, over-measure, etc.
Every merchant handling oil should have a Bowser—it is a money-saver and profit-maker.

Write for literature—Now.

S. F. Bowser & Co., Inc. TORONTO CANADA

Sales Offices in All Centres Representatives Everywhere

Do You Want to Sell It?

If so, do not hide it on a back shelf.

Get one of our Handsome Silent Salesmen which will show your goods to advantage, keep them free from dust or becoming shop soiled.

Profits you make from increased sales will pay for it in a short time.

LET US KNOW YOUR REQUIREMENTS IN STORE FIXTURES.

We are at your service.

G. W. Murray Co., Limited
WINNIPEG

MARSH'S GRAPE JUICE

A popular, Pure Concord Beverage that sells easily and repeats constantly.

If your store is situated in Ontario or Quebec, we will prepay you a five-case lot or more.

Send for a trial supply now and provide a stock for the Holiday Trade.

The Marsh Grape Juice Company
Niagara Falls - Ontario

Agents—

MacLaren Imperial Cheese Co., Ltd.
Toronto, Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

CHAMBERLAIN'S COUGH REMEDY

A reliable household remedy always in demand. Easy to sell and gives a good profit. Best season just commencing. Advertising matter for the asking.

Order Now.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

If interested, tear out this page and keep with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

A large package for a small price

That—and the fact that it gives unstinted satisfaction as well—is mak- Babbitt's Cleanser the biggest seller in its field.

And as an additional selling attraction we give

Premiums for Trade-Marks

Wm. H. Dunn Limited, Montreal
General Representatives for Canada
DUNN-HORTOP, LIMITED, TORONTO,
Special Agents

A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.

Church and Dwight
LIMITED
Manufacturers
MONTREAL

A Satisfying Breakfast for Five Cents

Two Shredded Wheat Biscuits with milk and a little fruit make a breakfast that costs only five or six cents, but contains enough nourishment to supply all the energy required by the human body for a half day's work.

Shredded Wheat

It's a satisfaction for you to know that this delicious cereal is a complete food —something you can sell to your customers with the feeling that you are giving them high food value at low cost.

The Biscuit is packed in odorless spruce wood cases, which may he easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario
Toronto Office:
49 Wellington Street East

914

If interested, tear out this page and keep with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.
Grocery Brokers
Manufacturers' Agents
WINNIPEG

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding

The Canada Nut Co., Limited
"Specialising in Shelled Peanuts."
Large stock always on hand.
VANCOUVER, B.C.

Would you like better Western representation?

We can give it to you. We are equipped—splendidly—in every respect to give you the best possible results.

Ours is an old-established and reliable firm. Our twelve representatives are in touch every day with the wholesale and retail trade of the West. (Our salesmen are constantly calling on the Western retailers).

Write us now for full particulars of our selling organization.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you are interested in shipping
POTATOES
let me have particulars.
FRED J. WHITE, Fruit and Vegetable Broker
Board of Trade Bldg. - Toronto, Ontario

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS AND BROKERS
DISTRIBUTION AND SERVICE FROM COAST TO COAST.

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Buy VICTORY BONDS
and exchange them with us for
GOOD BEANS
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

Before placing your account, get in touch with
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessitities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

When writing to advertisers kindly mention this paper.

Did you see the convenient "Enquiry" blank on page 33

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

To Our Readers,
EVERYWHERE IN CANADA

The buying of Victory Bonds is a very different matter from parting with your money, even for a splendid patriotic purpose.

You are not subscribing, or donating, or paying out money in any form. You are merely saving your own money, investing it in the very safest way, at the highest rate of interest ever paid in our lifetime in this country for such a high grade security. Never has a better opportunity for investment been offered in Canada for wage-earner, salaried man, or the man in business for himself, than Victory Bonds.

After Life Assurance good bonds are, I consider, the best form of money saving for wage-earners or persons on salary.

For those in business for themselves, and for retailers in particular, the buying of Victory Bonds offers the ideal means of using surplus earnings to provide the cash reserve that every business should have.

Experts estimate that ten years hence our twenty-year Bonds should sell for $110 to $112. They will thus yield over 6½ per cent.

John Bayne Maclean

If any advertisement interests you, tear it out now and place with letters to be answered.

Anchor Caps Mean Added Profit to You

It is in the small, apparently insignificant leaks that the rising cost of doing business can best be kept down.

The largest and most progressive packers of food products use Anchor Caps because they know they can thus be sure their goods reach the consumer in all their original freshness and purity. No chance of contamination or loss of flavor, and elimination of leakers.

The reasons that cause the packer to adopt Anchor Caps on his products should induce you to push Anchor sealed lines. Certainty of full flavor and perfect freshness, attractive appearance and greatly increased keeping qualities mean satisfied customers, smaller selling cost, and greater profits.

For these reasons we say that Anchor Caps mean added profits for you.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

KING GEORGE'S NAVY

CHEWING TOBACCO

Sells regularly and profits the dealer

Your sales of King George's Navy will be very profitable sales because this easy selling "chew" gives you a good margin and always "repeats." There is a deliciously "different" texture about every bit of King George's Navy that appeals to the discriminating weed lover.

Show a little King George's display in your store now and watch how it will attract the men.

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Never be without a good stock of

"KKOVAH"

CUSTARD POWDER

IT PAYS TO FEATURE

"KKOVAH"

SALE AGENTS FOR CANADA :

Maclure & Langley, Limited

MONTREAL TORONTO WINNIPEG

25¢

Put it right on the front of your shelf—put it in the showcases, on the counter, in the window—

everywhere it appears it is a plain price mark which anybody can see and—

plainly marking the goods is one of the most effective means of increasing sales.

Does the prospective Christmas rush when you are short-handed worry you? Then use our marking system. Do you want to be ready for the January sales? Here again our marking system will be tremendously effective.

It Lessens Mistakes. It Increases Sales. It Inspires the Confidence of the Customer. It Improves your Financial Position.

Two prices—set No. 1, suitable for small stores, $4.75. Set No. 2, for medium or average-sized stores, $8.50.

Direct or from your wholesale

STORE HELPS MANUFACTURING COMPANY

18 Toronto St., Toronto

Sole manufacturers Shuman Pricing Outfit, Patented Canada, 1917

"RETAIL ADVERTISING—COMPLETE"

By

Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending $1.00 for your copy of this book.

MacLean Publishing Co., Ltd.

(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

Fair Methods

"Fair and square" have been the methods used in building up this big national tea business.

The "good will" of the public and the "co-operation" of the trade have been deservedly earned.

The splendid quality of Red Rose Tea has been always maintained regardless of market conditions.

Every promise made has been fulfilled.

T. H. ESTABROOKS CO., LIMITED
ST. JOHN TORONTO WINNIPEG CALGARY

DIRECTIONS
Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

Here Is A Good Seller

A line that your customers will gladly purchase. A pure product made of the finest ingredients—no trouble—no worry—mix with milk and butter—and then place in the oven—no eggs needed—no baking powder needed—no sugar needed—no flavoring needed. The result is

A TASTY DAINTY CAKE

Various flavors—Vanilla, Lemon, Chocolate, Walnut, Spices. Also made without flavoring.

We also manufacture other ready products as follows:—Pancake Flour, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

EVERY PACKAGE GUARANTEED—WRITE US TO DAY.

B.O. Products Co., Limited, Quebec, P.Q.

If interested, tear out this page and keep with letters to be answered.

KEEN'S OXFORD BLUE

Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

Keep Royal Acadia Sugar always displayed

It will pay you. Royal Acadia purity and goodness have popularized it with discerning housewives in every community.

A first purchase of Royal Acadia is the beginning of constant repeats. Royal Acadia quality is irresistible.

Are you stocked?

Supplied in 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co., Limited

HALIFAX CANADA

CANADIAN GROCER

Vol. XXXI. TORONTO, NOVEMBER 30, 1917 No. 48

War Preparations in Washington

How the United States Government is Using the Services of Business Men to Organize the Country for War—Canada Can Learn Much From What Has Been Done—A Brief Survey of the Steps That Have Been Taken Toward Co-ordination.

First of a series of articles by a Special Correspondent at Washington.

Washington, D.C.

UNCLE SAM is now preparing for a long and grim war. His whole war outlook has changed during the past two months, in fact. At first he harbored the notion at the back of his head that the world was on the threshold of peace. Something was going to happen to bring it about; Austria was going to knuckle under; the German people were going to heave up and slide the Hohenzollerns into the abyss; the western front, bending and straining under Haig's hammer blows, was going to suddenly crack.

This unbounded optimism has now vanished and the American Government is working tooth and nail to create a war machine that will represent the full might of the American nation and be good for the strain of years of warfare. Washington is bending to the task. The inadequate suit of war clothing that had been cut out and partly basted has been ruthlessly ripped apart and the master cutters are at work on a fit for a full-grown, powerful warrior.

A visit to Washington reveals the grim determination with which the task is being taken up. There is a full realization there that, with a population of one hundred million, a glut of wealth, an unparalleled industrial development and practically inexhaustible resources, the American people are in a position to wage war mightily. That is, if the will of the people can be welded into the strength and flexibility of steel, if the wealth can be applied and if the industrial resources of the country can be utilized for war purposes. This is Washington's task. It is not difficult to raise an army of anywhere from one to five million men. But to feed, clothe and arm that army, to help feed the allied countries, to build ships faster than the U-boats can sink them, to provide transportation facilities; all this is a giant's task.

The American Government is going to rise to the emergency. There are several reasons for believing this, but the greatest is that the Government has *conscripted brains*. An organization is being built up in Washington which will control business in every State of the Union and effect the closest co-ordination between the Government and the business interests of the country.

Washington in a Turmoil

To say that the capital city is in a turmoil is putting the case mildly. Always a staid and dignified city, given over exclusively to the orderly processes of federal government, Washington has suddenly been called upon to house a galvanic, ever-growing organization capable of running a war. The place has become crammed literally to the roof. The Government is spreading out, annexing buildings, erecting new ones, expropriating private residences, monopolizing hotels. The trains running in and out of the city are always crowded. Hotel rooms are at a premium.

I arrived in Washington late one night and confidently sought out the hotel where I had made a reservation. It looked like a place under siege. I fought my way to the desk through a crowded rotunda and finally engaged the attention of one of the harassed clerks.

"Reservation? Oh, yes," he said. "But all these people have reservations too—and we haven't a room vacant. Just got word from the gov'ment to hold seventy-five rooms with baths to-night. Sorry."

I learned later that a deputation of boot and shoe manufacturers were due that night to go into matters of leather supply and army boot contracts with the Government. They came at the request of the federal authorities and they had to be accommodated. Just pause a moment and look that idea over. Seventy-five business men, experts in their line and from all parts of the country, had been summoned to Washington to give the buyers of the Government advice on the leather situation. It is safe to say that, when they left, the leather situation had been solved to the satisfaction of the Government and the manufacturers as well. The old way was for a few politically appointed officials to decide on some

New buildings being erected at Washington for the Shipping Board.

Wilson is the hardest nut the politicians have ever tried to crack.

course of action and then find out how it suited conditions later.

Canadian Fliers Here

So I went over to the next hotel in line and found it just as crowded, if not more so.

"Government's ordered forty rooms," was the explanation of the clerk. "Some flying men from Canada coming, a bunch of automobile men and a deputation from California. Can't accommodate our own customers nowadays."

I finally got a room that night in a hotel improvised out of some old stores, a room over a moving picture theatre and containing a zinc bath with the date stamped indelibly on it, 1885. Next morning I visited fourteen hotels and got a room in the last one on my list.

I found afterwards that the whole city was in the throes of expansion to meet the sudden influx. Buildings are being rushed up on every hand, particularly apartment houses. Rents have doubled. I met one man, a faithful civil servant whose salary had crept up twenty per cent. and who this fall had seen his rent go from $40 a month to $85.

A story is told of expert profiteering on the part of some enterprising real estate men. Several contracting firms had gone extensively into the building of apartment houses this summer. The foundations were scarcely in when it was intimated to the builders that the whole accommodation would be needed for government purposes. The intimation came through real estate agents, but it looked like government business and the contractors gave blanket leases covering all apartments. When the buildings were completed the agents stepped in and started to release the apartments at double the rental paid the owners and to private parties. On one apartment house alone the agents are making a clear monthly profit of $800—and they don't have to turn a finger.

Temporary Government Offices

The Government has been forced to extend into practically every part of the city. New buildings are being erected, some of them of a purely temporary nature.

When the formation of the Advisory Commission of the National Council of Defence had been completed, the question of accommodation arose. The machinery built up was an extensive one and many hundred offices had to be provided for the men who were coming to Washington to organize the resources of the country. When estimates of rental costs were received the officials in charge were rather staggered.

"We can put up temporary buildings and save a lot of money," said one.

"But, objected one of the National Council, "some of these men are on their way to Washington now. They must be accommodated right away. The work is important. It can't be delayed—not by a day."

"All right," declared the first speaker. "We'll get you temporary offices, but we'll start in now and put up a building for you. I'll guarantee personally to have it ready in two months."

It looked like a big order. But that very afternoon authorization was secured for the use of vacant Government land within sight of the White House—and the contracts were let! The building was practically completed in fifty days. In fact, on the fiftieth day the officers of the Advisory Commission moved in and found everything ready for them. It is a stucco building of good appearance with beaver board partitions and pine floors. It is commodious and thoroughly suitable and it represents a saving to the Government of the United States of several hundred thousand dollars. To the mind of the observant visitor it is emblematic of democracy and of the kind of efficiency that grows out of the co-ordination of business brains and experience with Government authority.

Increasing the Capital's Facilities

The orderly old city has been upset in other ways. So tremendously has the volume of business done there been increased that the telegraph and telephone facilities were hopelessly inadequate. In the early days when the war organization was just beginning to sprout from the aged trunk of the civil service, officials used to find themselves repeatedly up against an *impasse*, with the wires choked with rush messages and the long distance lines filled. All they could do was to sit back and wait. Finally the heads of the telegraph and telephone companies were summoned to Washington and an arrangement effected by which the management of all lines was pooled and placed in the hands of a joint board subject to Government control. More about this arrangement will be told later, but in the meantime it is interesting to trace how the congestion at the capital was relieved. The number of wires out of Washington was immediately increased from 148 to 294, and these will be added to. Construction was started on a new central telephone office with an ultimate capacity of 10,000 lines. Systems all over the United States were overhauled and co-ordinated with the result that 10,000 miles of special systems were withdrawn from commercial use entirely and given over exclusively to the Government.

As an evidence of why so extensive enlargements of the service were necessary a conversation with the head of one of the branches of the Ordnance department may be quoted.

"What change has come about in the size of your department as a result of the war?" he was asked.

"Up to April of this year," he replied, "the whole staff of the department numbered 150. It is impossible to say how many we have working for us now, owing to the tremendous ramifications of the

system. There are advisory committees and men serving without salary. But we have 3,000 clerks and stenographers alone and to-day we occupy 11 buildings. Next year? We may need the whole city just to house this department."

The Government and the Business Man

But the main object of this series is to show how the American Government is handling what might be termed the business side of the war; how industrial resources are being organized and business experience utilized in the tremendous work of girding up an industrial nation for war. It has been getting more apparent all the time since August, 1914, that wars are not won entirely on the battlefield, but that victory in the first place must be hammered out in the factories and calculated in the counting houses and wrested from the soil. The best prepared and organized side will win this war.

Thinking men in Canada have felt that our own efforts toward national organization have been inadequate and that a change would have to be made before we would be able to take our full share in the struggle for democracy. There has been no organized attempt to co-ordinate business interests with the Government. Up to the present the work at Ottawa has been carried on very largely by political apopintees. There has been inertia, lack of initiative, all the evidences of the ineptitude that accompanies party government. It may be that, after the pending election, there will be a complete change. In the meantime, however, thinking people in Canada have watched developments in the United States with keenest interest and they have seen the Government at Washington inaugurating measures that we in Canada have not yet undertaken. They have seen Uncle Sam gathering to his aid the most successful men in all branches of activity—business men, engineers, educationalists, labor leaders—and through them organizing the resources and the man power of the country in a way that no government alone could do. It has been an object lesson.

An Organization Full of Faults, But——

The work done at Washington is far from perfect. The war organization that has been created is unwieldy, shamble-jointed, wide open to criticism. And it is drawing criticism in full measure! The chorus of discontent comes from all quarters. Business men are not satisfied with it. It needs to be boiled down; authority must be concentrated; execution of work must be speeded up. The politicians clamor against bringing in business men; the public howls a sustained protest perhaps on general principles.

"You have come down from Canada to find out how we are doing things here?" asked one official—and he was placed high up—with a degree almost of astonishment. "Why, we are doing nothing yet the way we should. We have everything to learn. We're groping. I'm afraid you can't learn anything from us."

This spirit was reflected in varying degrees everywhere. They are not at all satisfied with what they have done. They are going at the task of finding better methods with a grim, stick-at-nothing attitude that promises results. Part of the hastily constructed machine is going to be pulled down and rebuilt. And, from present indications, it is going to be rebuilt *right*.

A survey of what has been acomplished to date leaves the impression that we can learn a great deal from Uncle Sam. A visit to the temporary building down at D and 18th Street, where the advisory committees of the National Council of Defence are located and a study of what has been accomplished there deepens that impression. They haven't done everything right by long odds, but some of the things that have been done can be described only as miracles.

It is intended, therefore, to tell just what has been done. A duty that war imposes on all belligerents is to profit by the examples and the mistakes of Allies and foes alike. The United States is profiting by the achievements and the mistakes chiefly of the Allies; and Canada in turn can profit by keeping a close watch on what is transpiring in Washington.

Why Business Went to Washington

The all-important thing done has been the conscription of business brains and experience; all important because it is the foundation on which the whole organization is being built. This principle was not adopted without opposition. The professional politician class fought vigorously against bringing business men to Washington. War was a matter for government control; let the business man stay in his factory and his warehouse and produce what he was ordered to produce.

The story goes that some of them waited on the man who sits in the White House. By the way, the politicians have found that Wilson, the Professor, who it was thought would be as putty in their hands, is the hardest nut to crack that politicians have ever had. He puts on his glasses and in that cold, academic way he has proceeds to find the joker in everything they put in front of him.

However, a few of the inner circle carried the protest of the professional politician to the White House. They voiced their resentment of the movement for co-operation with the business interest. The President heard them through.

"Are you aware that before this war is won," he said, according to the story, "it may be necessary to take men from every industry in the country, to take all materials, to utilize every factory? Could the Government do this best with the co-operation of the men who control and understand industry or without it?"

"You have probably not considered," he went on, "that this war is not going to be won by armies. It is going to be won in the factories and on the farms."

The interview was a brief one. The principle of working closely with the business men of the country was firmly established.

Big Men in the Government Service

In the first place, it became necessary to create new positions. For the most part they were filled by securing the men best fitted for each post quite apart from all considerations of political expediency. The Shipping Board was created and "Hurry up" Hurley was secured to take charge. Hurley is the best man that could have been found in the whole of America for this particular job—a two-fisted, dynamic executive who gets things done and has long experience behind him. Col.

(Continued on page 20.)

A new Government building at Washington.

"Hurry up" Hurley, the business man, head of the U.S. Shipping Board.

A Straight Question for Mr. Hanna

A Case Where Real Injustice Would be Done by Order-in-Council—Why has no Provision Been Made For Such Cases?

PACKAGE GOODS WILL BE LICENSED

WHEN the representatives of the different Package Goods Firms appeared at Ottawa before the Licensing Committee appointed by the Food Controller, composed of Professor Harcourt, Ontario Agricultural College; P. B. Tustin, Chief of the Food and Dairy Division, Winnipeg, and W. S. Lecky, of the War Purchasing Committee, Ottawa, on Monday it was fairly manifest that there was a different feeling toward the Order from that which existed when it was first promulgated. The Committee went into the matter thoroughly and considered the variation in costs between the packaged and the bulk article. While no definite assurance was given at that meeting, CANADIAN GROCER has it on credible authority that this Committee will recommend the granting of a license to all firms applying. This report of the Committee will go before the Food Controller to-day, Wednesday, and in all likelihood will be adopted, and it is possible that before this issue of CANADIAN GROCER reaches its subscribers the recommendation will be definitely announced.

This is a return to conditions existing prior to the issuance of the Order-in-Council, except that all the products will be licensed, the manufacturers will pay a license fee and, the packages will bear a license number.

IS it law now that there is a specified time that we have to have all package goods sold?

We are game to do anything to help keep down cost of living and to conserve but we are differently situated from the rest of Canada, living here on the Manitoulin Island at Gore Bay. We are 26 miles from the nearest railroad station and we have to buy enough supplies in the fall before navigation closes to do us until next May. We have had our winter supply contracted for since the middle of the summer, and is just about all in, and would be impossible to get rid of all in short notice, so are worrying re the new regulation."

This is a real letter from a real businessman, and it presents a real difficulty. How would the Hon. W. J. Hanna, the author of this much discussed bit of legislation meet the difficulty presented in this letter. This is one of the cases where this legislation would impose an unjustifiable hardship on a merchant in no way able to protect himself against it and result in an actual waste if the terms of the order-in-council were obeyed.

The question presents itself, How will such instances as this be dealt with for while they may not be numerous as compared with the whole bulk of the trade they none the less exist in considerable numbers? Will there be any moderation of the terms of the order to meet these exceptional circumstances. There is nothing in its terms to suggest such leniency.

The innocent must suffer, because the Food Controller has it firmly fixed in his mind that bulk goods are not obtainable in the average grocery store. No amount of argument can prove to him that he is not correct, no amount of proof from merchants all over the country will stand for a moment beside the arguments of a few women in Ottawa.

Western Merchants Disapprove

There is no variance in the comments that continue to come in. N. D. Robertson, Bideford, Alta., writes, "Nobody can handle puffed or flaked cereals in bulk. We will have to discontinue handling them. The 8-pound sack of rolled oats and the 10-pound sacks of cornmeal and graham flour are the popular sizes."

"It would cost as much to handle cereals in bulk as it does in packages, for most grocers are not prepared to handle all cereals in bulk. All foods should be by all means kept clean, and this is not the best way," so writes another western merchant, Cahoon Bros., of Cardston, Alta.

Dawson and Co., Brampton, Ont., describe the new regulation by the descriptive adjective, rotten. "If the public want package goods let them have them," they urge.

S. M. Fleet, Ingersoll, Ont., states, "In my opinion it will cost more to dispose of the goods in this way, and it will not tend to conserve food especially wheat, beef and bacon, for which purpose the Food Controller was appointed and not to save money for the people."

Terse But True

A. R. Smith, Stoney Creek, Ont., compresses his opinion of the order-in-council into one emphatic word "wrong."

Mr. S. E. Munro, Auburn, Ont., is of the opinion that it is opposed to the best interests of the people. "Why not an advertising campaign advising bulk good rather than this prohibition?" he asks.

Stepping Back 20 Years

A. M. Snetsinger, Molinette, Ont., writes I think it would be putting us back about twenty years, a foolish move.

"I think it is a mistake especially in the case of Shredded Wheat and Corn Flakes, where people are getting whole wheat and corn, the very thing they are urged to use."

WAR PREPARATIONS IN WASHINGTON

(Continued from page 19.)

Goethals, who surprised the world by completing the Panama Canal on schedule time, was also impressed into this service. Now Henry Ford is being brought in. Ford knows how to standardize manufacture so thoroughly that he can turn out more and cheaper automobiles than anyone in the world; so they have delegated him to the task of standardizing the building of merchant ships. Frank A. Vanderlip, a banking authority of international reputation, was installed at the Treasury. Davisson, one of the Morgan partners—no further word of commendation is necesssary—was secured to head the Red Cross work. And so it went all along the line.

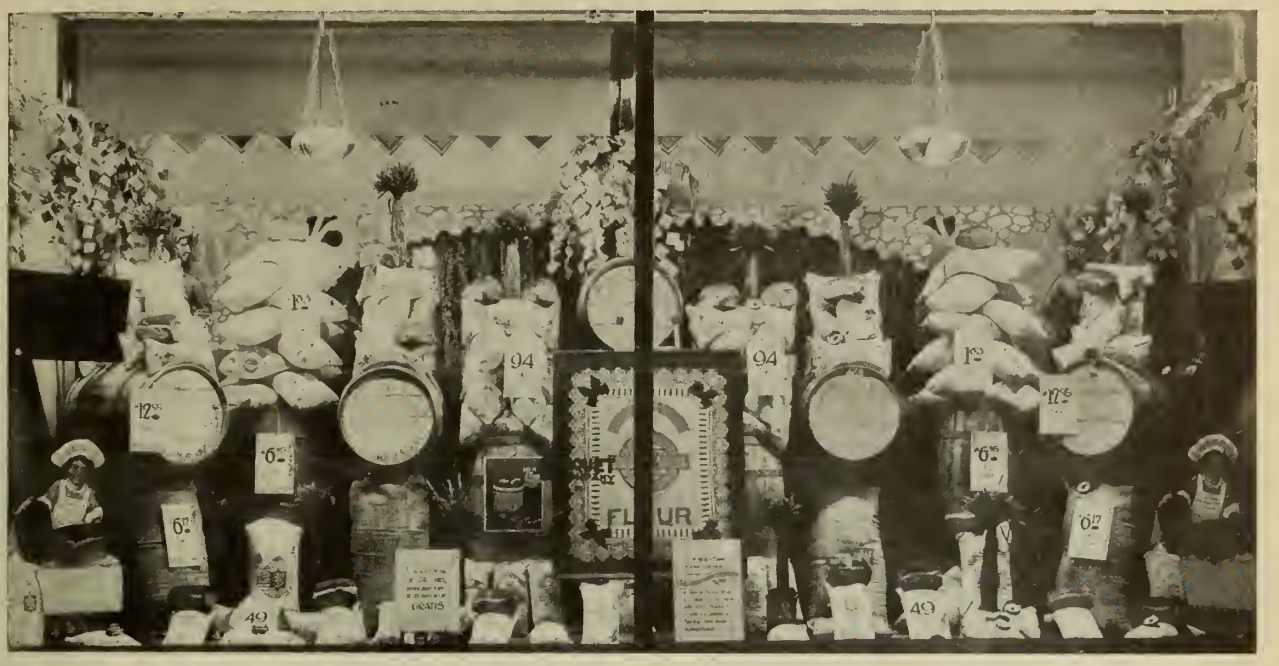
The National Council

But the most radical departure was the organization built up around the Council of National Defence. The Council consists of six members of the Wilson cabinet. First an advisory commission was appointed, composed of seven of the most prominent business men in the country. Each of these seven men had charge of one branch of industry. For instance, Daniel Willard. the president of the Baltimore & Ohio Railroad, was put in charge of transportation. Each chairman divided his own branch into a number of component parts and secured committees for each section. These committees were not purely decorative or honorary bodies. Each man selected agreed to give all or part of his time to the service of the country and forthwith came on to Washington and started to work.

The work of organizing each branch of industry then began. And some wonderful results were achieved. Supplies needed by the Government were produced in record time at prices cut far and away below the market levels. The story of achievement is so remarkable, however, that it will require an article itself in the telling.

EDITOR'S NOTE.—*Next week will be told the complete story of the organization and the work of the advisory committees of the Council of National Defence*

C. Ritz, manager of the Robin Hood Milling Co., of Montreal, was a visitor to Ottawa this week and returned to his office on Monday night.



The display window of the Paquet Company's store during the sale; the window is 18 feet in length and has a width and height of 7 and 13 feet respectively. The window was dressed by Mr. Roy, the store's chief window dresser.

SELLING SIXTEEN TONS OF FLOUR IN A WEEK

A BRIEF while ago the Paquet Company of Quebec staged a flour sale that in the lapse of eight days saw a total of 32,106 pounds of flour sold, a record that will not readily be equalled.

As one of the inducements to purchase, state Messrs. Paquet & Co.:—

Every person buying a fourteen pound bag received a pastry cutter and to those of our customers who bought a twenty-four pound bag, a small loaf of bread was given to them. These loaves were made by one of our best model bakeries in the City of Quebec. We must say that they were the greatest attraction of the sale, six hundred and forty-four (644) loaves of bread being distributed during this display. The grocery department, whose manager and buyer is Mr. G. Dubuc, is situated on the fifth floor where this flour sale has been held. A space of eighteen by twenty feet was covered with a complete assortment of flour and a number of show cards representing different models of pastries.

The figures following give an interesting record of each day's sale.

29-98 pound bags and 14-7 pound bags	2,842	pounds
24-98 pound bags and 7-14 pound bags	2,352	pounds
128-98 pound bags and 4-24 pound bags	12,544	pounds
41-98 pound bags and	4,018	pounds
77 half barrels equal to 98 pounds	7,606	pounds
14 barrels equal to 196 pounds	2,744	pounds

How Does Hanna Base His Sugar Price?

An Evident Lack of Knowledge of Conditions Governing Sale—Legislating Without Understanding His Besetting Sin—Starting a Sugar Panic With Hysterical Talk.

THE latest edition of the Food Control Bulletin has quite a little to say in the way of urging people not to hoard sugar, that there will be a plentiful supply available for all if people only buy within their normal requirements. This is, of course, sound advice, and just as true as it was a month or so ago, when the Hon. W. J. Hanna at a meeting in Toronto made the following astonishing statements, an elaboration of some remarks he had made in Montreal a week or so previous:

"I don't know how much or how little you know about the sugar situation, but if you are making the mistake of thinking that the situation is not a real situation, if you think that it is not all that you are warned against and more, then you are ill-advised.

"The retailer who allows a customer more than 5 or 10 pounds of sugar is not well posted on the situation. Early January will see relief, but from now till then there is not enough sugar to go round. Not a ton of sugar has come into this country since October 4, and there will be none. Only the other day we had to cancel the shipment of 11 cars of sugar on their way to Newfoundland. We did not want to do so, but it was necessary."

Now this information was unfortunate, in that it was inexact, but the inexactitude did not prevent its finding its way into the newspapers from coast to coast and starting a buying panic that almost brought about an actual sugar famine. Some little time after Mr. Hanna made these startling statements and when the scarcity was at its most acute stage a well-informed authority on the sugar question stated that there was actually more sugar in Canada than had ever been known before at this time of year. Now Mr. Hanna is adopting a different course and urging the public to buy cautiously.

Another Blunder by the Food Controller

In this much he is right, but then he goes on to state, "There is absolutely no excuse for the retail price being increased. The price to-day should not be more than ten or eleven cents per pound, and the Food Controller's office should be informed of the names and addresses of retail dealers who continue to charge a higher price." Now this is all right if Mr. Hanna were dealing only with Ottawa or Toronto or some nearby city. That price might show a sufficient margin, but Mr. Hanna, with his eyes closed to everything but his immediate surroundings and the opinions of those about him, is dealing with the whole of Canada, and in making the statement quoted he is calling into question the right of the merchant in Northern Ontario to make the same profit as is made by the merchant in Ottawa or Toronto. Mr. Hanna is apparently unaware that it costs more for the man in North Bay to buy sugar than it does for the man in Montreal, and that it costs more for sugar in Peterborough than it does in Toronto.

Setting Price in Sugar Shows Lack of Knowledge

This talk of what is a right price at which sugar can be sold shows just as profound a lack of understanding of the actual circumstances as did the early statement. Of course, Mr. Hanna will ultimately have to retract his words, but in the meantime a great deal of harm has been done, and a large number of reputable merchants have been placed under a stigma of profiteering.

Some Actual Figures in Illustration

What are the facts in the case, the facts that Mr. Hanna simply overlooked? In Montreal sugar is worth $9.04, and providing the merchant sells at the top price allowed by Mr. Hanna as showing a just and right profit, 11 cents a pound, the merchant will make $1.96 on the hundred pounds; and a profit of $1.96 on a sale of $11 will result in a gross profit of 17 per cent. The average cost of doing business is between 19 and 20 per cent., so all the merchant gets for his activities at the figure set by Mr. Hanna as the outside limit is a net loss of 2 to 3 per cent., and that in Canada's sugar city where sugar is cheaper than in any other locality.

Take the case of Toronto, for instance. In Toronto sugar is worth $9.14 per cwt.; on the same selling price the merchant would make only $1.86 on his $11 outlay, or about 16 per cent.

In Wingham, Ont., again, sugar costs $9.37 and shows a profit of $1.63 on the $11 purchase, a gross profit of 14 per cent. and a net loss of about 6 per cent. when that commodity has paid its fair share of selling costs, and this at the top figure that Mr. Hanna considers permissible. Now this munificent figure, beyond which the merchant cannot go without coming under Mr. Hanna's charge of extortion and having his name forwarded to the Food Control Department by some misguided customer, in no single case pays by its profit the actual costs of doing business. Moreover, as has been shown, the selling price that would give a certain margin of profit for one city would almost cut that margin in two in another city. Mr. Hanna apparently thinks that sugar is sugar, and that prices, therefore, must be the same everywhere, and so he promulgates this catch judgment based on an absolute ignorance of the facts and sends it broadcast through the columns of the public press of Canada as a standard for Canadian merchants.

Mr. Hanna wonders that the merchants do not feel enthusiastic over his activities, and, of course, attributes that to the lack of patriotism of the merchant. It is not due to lack of patriotism, but to a clear understanding, that Mr. Hanna is not attacking the many problems presented in the right spirit or method, but is legislating with such a complete lack of understanding of the conditions about which he is legislating that in almost every instance his orders have had to be abrogated or changed almost before the ink was dry.

A Wrong Attitude to the Middleman

Mr. Hanna has apparently set out to prove that the mercantile classes are preying on the public. All his legislation is couched in that tone. He is protecting the public from the middlemen. There will be no quarrel with this attitude, false as it may be, if the activities wherewith he strives to prove this theorem are based on any actual facts or any just contention. As has been stated above, some time ago Mr. Hanna made a hysterical statement about the scarcity of sugar, and started a great buying panic. Now he forgets all about that, and is endeavoring to lay the onus of this panic on the wholesaler and retailer. The Food Controller should be in a position to get the actual facts on these matters. He has made no effort apparently to do so. He obviously has taken his opinion from casual comment in the newspapers and equally casual comment on the street. On this insufficient knowledge and consideration he has made far-reaching statements, and in so doing has done a great deal of harm not only to the mercantile class, but to the public of Canada.

BAKERS' SITUATION CRITICAL

At a meeting of a large number of leading bakers of Ontario in London recently ways and means of helping the Food Controller conserve wheat for the Allies were discussed. Mark Bredin of Toronto said the situation was the most critical ever experienced by the trade. He stated that if oat flour could be substituted for wheat in bread to the extent of 10 per cent., it would mean a saving of millions of bushels of wheat. He urged the utmost co-operation of bakers in solving the problem. He stated that they should be content with the same profit per barrel of flour as before the war.

A Grocery Store in a Hardware Business

Dauphin, Manitoba, Firm Add a Grocery Department to Their Store With Splendid Results—New Activity Instrumental in Greatly Increasing the Firm's Business

IN Manitoba's largest town, Dauphin, is located the McDonald Voigt Hardware Company store, a store of which its owners are justly proud. The management of the store are constantly awake to the possibilities of increased opportunities for business, and as a result there has come to life under this management a new store and a new department. The new store was built some four years ago, and the new grocery department has been the development of the last couple of years.

New Store Built

Some four years ago there was a demand for accommodation upon the part of one of the Canadian banks, located in Dauphin, for increased and more commodious accommodation. The proprietors of the above store were approached with the result that arrangements were made to secure a ten year lease on the corner ground floor and of the whole second floor of the large building contemplated for the bank's purposes. The present structure 44x92 feet was erected, and in the fine bright store adjoining the bank's office the hardware department of the McDonald Voigt Co. is located. This occupies a space 26 ft. x 92 ft. and the appointments are exceedingly well selected with a view to affording expeditious handling of goods and their attractive arrangement.

An Attractive Hardware Store

This store is of an unusually attractive character, standard cabinets, fifty feet in length, in golden oak, standing out well against the tinted walls and ceilings.

Every possible opportunity of suggestion and selection is afforded the buyer as all lines of shelf goods are tastefully shown on the front of the steel drawers.

The opposite shelving is that used for the display of tinware, graniteware and other shelf lines of a house furnishing nature. They have been made to blend nicely with the sectional hardware unit opposite.

The floor is available for the display of all lines of washing machines, sewing machines, stoves, ranges, etc., and being without counters there is added room for the neat display of these lines. A wide ledge on either side of the store's shelving gives ample and required accommodation for the showing of goods and the wrapping of parcels.

To the rear is an elevator for the convenient handling of heavy goods from and to the basement in which ample room accommodates a large surplus stock of nails, oils, rope, and many other lines.

This is the parent store, and a store whose activities would have proved sufficient for many merchants.

The McDonald Voigt block, Dauphin, Manitoba. The front window is that of the hardware department, the large window on the side street is that of the grocery department.

Added Room Suggests Added Activities

With the completion of the new building and the more commodious quarters thus afforded, it was found that there was more room than was actually needed for the hardware, therefore it was decided to try the experiment of adding a grocery department as well. There was ample room just back of the hardware department for this new activity, while the grocery store was served by an entrance on the street at the north of the store.

Naturally the hardware end of the business was the pulling end, for it had a long-established career behind it with all the drawing power that this would naturally give, but this new department has not only been a means of increasing the business, but has actually been a business builder of itself. Many people have drifted from the hardware store into the grocery store it is true, but the reverse is also true, and it has been found that the grocery department has been no small influence in extending the scope of the initial activity of the store.

There is no confusion of departments whatever, the hardware and grocery stores being absolutely separate and each under the direction of a competent head. The grocery section is at right angles to the hardware department.

The ceilings are of splendid height. This is a fine provision as it permits of better display and is of a more attractive appearance all round.

There is no doubt that there are many points in which the experience of the McDonald Voigt Co. might be repeated with good results, and without interfering in any way with the separate conduct of the straight hardware line.

The grocery department has now been in operation for two years or more, and the patronage that it now enjoys is a very encouraging sign.

This department is very well arranged. There is ample shelving to provide for a complete display of a fine stock of groceries, while the more perishable lines and goods in bulk are protected by modern bin counters. In fact no effort has been spared to make the store thoroughly up to date, and in every way in keeping with the well established hardware business.

The firm are well contented with the success of this new activity, and believe that the move was a very wise one.

ALLIES LEND SUGAR TO UNITED STATES

The Food Controller announces that in order to help in tiding over the temporary sugar shortage the allies have loaned 26,750 tons of sugar to United States consumers in New York pending the arrival of ships to carry it overseas. Arrangements are being made to borrow 16,500 tons of sugar from foreign export owners in New York. The United States Food Administration has bought for the French Government 100,000 tons of the new Louisiana crop of sugar. This transaction represents a value of $13,000,000.

STOP CORN EXPORTS

The U. S. War Trade Board has issued an order prohibiting the export of corn except in special cases where satisfactory evidence of the necessity of exporting has been submitted. This action is said to be the result of the late arrival of the new corn harvest. Exporters have been warned not to make any shipments or any contracts for shipment unless licenses for export previously have been secured.

The Little Business with the Big Profit

Frank Statement of Compact Business—Here's a Man Who Keeps His Shop and Whose Shop Keeps Him.

By Henry Johnson, Jr.

THIS is right from the shoulder:

Mr. Johnson,—I know what cash was put into this business, also what I have on hand and what stock inventory taken at first cost amounts to Oct. 1, 1916, and June 30, 1917, but do not know how to book these amounts up systematically. I will thank you to put me right on debit and credit pages so that any business man could tell at a glance how I stock as well as myself.

Have I actually made any money or is my business rotten?

Reading CANADIAN GROCER I find no system of bookkeeping, which I must have.

Bought small stock in suburbs and also bought store and lot valued at $1,000 and the old stock $208.00. Investment $1,208.00 paid spot cash Oct. 1, 1916. Do cash and carry business, nine months ending June 30, 1917. There are no liabilities as I owe nothing and nobody owes me. Myself and wife have done all the work and we have lived and clothed two out of the store. A fair rent for the store would be $12.00 (has house attached). Employ no clerks. Have drawn no salary. Light, phone, heat for store, $36.00, for the nine months out of $611.34, $56.00 went for fixtures and $208.00 for outside improvements.

Purchases nine months ending June 30, $2,580.36.

Inventory June 30, 1917, $235.55.

Cash on hand June 30, 1917, $92.00.

Commenced business Oct. 1, 1916.

Original stock, $208.

Cash on hand Oct. 1, 1916, $98.00.

Paid for incidentals, living expenses and Dr. bills, $611.34.

Paid out for miscellaneous, $75.00.

Phone, heat and light for store nine months, $36.00.

To make this purchase of $1,208.00 I borrowed $200.00 at 6% for six months which was paid when due, viz., April 1, 1917. Cash on hand prior to purchase $1,008.00, or amount Oct. 1, 1916.

Thanking you,

(Name not for publication).

Old Truism Exemplified

Seems to me that here is a verification of my constant contention that the merchant with little money and a small business makes a larger percentage of profit than the big fellow ever can expect to make. For here are the amazing figures of earnings:

Rent	$144.00
Light, heat, phone	36.00
Fixtures	56.00
Improvements	208.00
Miscellaneous	75.00
Living expenses	347.34
Increase net worth	221.55
	$1,087.89

Now, the stock on hand has increased only some $27.55 and purchases have run $2,580.36. As we are not given the sales, we have to compute the average margin made. So best we can do is take the figures of tangible earnings plus expenditures and add them to purchases to get sales.

This will show us sales of $3,640.70 which, divided into gross earnings of $1,087.89, yields a percentage just over 30. My friend does not tell me what kind of business he runs; but his record is wonderful—over 30% average. Moreover, note that he does this on a cash and carry business, the kind wherein we are wont to think that competition is somewhat keen.

There are two considerations to modify this showing. First, there is the proper charge for interest, say $60; and depreciation, say $10. Second, he says he had on hand, October 1, 1916, $98.00 in cash. If that $98.00 is not included in the original investment of $1,208.00—a point not entirely clear—then his earnings are not $1,087.89 but $989.89. In any case, the record is splendid, and if he and his wife keep right on along the same lines, this second nine months should better that record considerably.

This because the business is now established on a firm basis as an institution in the community, and because the $56 and $208 expended for fixtures and improvements will not have to be spent again.

Stick to Conservatism

Now here is a fact worthy of very careful note:

The original stock was purchased for $208. After nine months it stands at $235.55. The difference is so slight as to be readily accounted for by market enhancement of values. Hence it may be said that this man has not added to his stock investment at all. In other words, he has bought just as he has needed supplies for current sales, and has sold out his purchases closely on each line of goods before he has repurchased.

Now why on earth should this man and his good wife seek to make any change whatever in their circumstances, aside from what can be made through the most conservative growth? Evidently their resources were of the most modest character, yet here is how they stand right now:

They own their home and store outright, without debt. They own every other thing with which they live and do business without debt or incumbrance. They owe nothing for open accounts. Nobody owes them a cent. Why, there is not a millionaire in the country so free and independent!

What is the obvious conclusion, so clear and plain that it stands out like a big red barn? Surely that those two must go on in the same, identical way. They must work on just the same lines, hiring no help until the business really requires it, until the resources are piled up to fully justify it. Then the first thought properly will be that some help may be hired to afford the wife a respite from the incessant labor of the combination of housekeeper and clerk.

Never depart from the cash and carry. You have demonstrated that it fits your case, and it is better to continue on a modest plan whereby you owe not and are not owed than to expand into the uncharted seas of credit; and the same applies to delivery costs and troubles. Just grow along slowly, surely. Evidently your community is small. In a very short time you will become integral units, you will "belong." And as nobody has a claim on you and you have no claim on anybody, you will enjoy the friendship and confidence of everybody worth while.

Perhaps I seem to bear down too heavily on these features; but I wish that I might write this way to more merchants. The world would be a happier one if more of us could correctly appreciate the wondrous blessing of simple independence—the right kind, which enables us to harbor good will for all.

The idea of keeping sufficient records is strictly proper, and right now, when your business is small and you can make the records readily, is the time to begin.

By the way, I see nothing about insurance costs; but I take it that you are insured and that the charge therefor is in the general expense reported.

Tell me if there is anything else I can say to you. I shall be glad to say it now or any time in the future.

Bean Pots and Turnover

In my talks on Sick Business and Reckless Stock Carrying I instanced bean pots—just at random—as an item which it might be better to buy from the neighbors when required than to stock and carry. For it is better to turn a 25c item once a year without margin than to carry a purchase of six such items six years for one turnover—that is, generally speaking.

Now comes the other side, written thusly on a postal card: "Dear Sir,—Keep on for it is all good. No, I cannot buy my stock like the banana man. I doubt whether a bean pot can be got within sixty miles of me and my stock was bought about three years ago; not a large one then but a few left now. The Yankee in this town must have his bean

One of Ottawa's attractive stores, that of A. L. Pinard, Rideau Street.

pot oven if he has to send to Boston or Ohio for it."

See above for one who emulates the banana man successfully. And the bean pots in this instances evidently are good advertising. Here is the one store where they can be obtained. Hence the lost margin should be charged into the ad-account. This just means that there are proper exceptions to all rules. Circumstances do alter cases. The point is not to confuse proper and permissible exceptions with mere carelessness and failure to weigh the correct relative value of slow-moving merchandise.

AN ENGLISH SUBSCRIBER PLEASED

November 9, 1917.

The MacLean Co. of Great Britain, Ltd.

Dear Sirs,—I have just received October 12th number of CANADIAN GROCER which is so good that I feel bound to send on subscription. I was thinking of giving it up for the present —but I am continuing it—please follow on with the rest.

I enclose $1.75 for the 6 months—March 16, 1918. I remain,

Yours sincerely,
(Signed) A. CLEGG,
Wholesale & Family Grocer,
14 & 16 Blackburn Road,
Church, England.

Established 1854.

HANNA'S GOIN' TO GET YOU

The darned old Hanna pledge has come to our house to stay;
To frown our breakfast bacon down, and take our steak away;
It cans our morning waffles, and our sausage, too, it seems,
And dilates on the succulence of fish, and spuds, and beans,
So skimp the sugar in your cake and leave the butter out,
Or Hanna's goin' to get you if you
Don't
Watch
Out!

So spread your buckwheats sparingly, and peel your taters thin;
And tighten up your belt a notch and don't forget to grin.
And if, sometimes, your whole soul yearns for shortcake high and wide,
And biscuits drenched with honey, and chicken, butter fried,
Remember then that certain folk are short on sauerkraut.
And it'll still be shorter if we'll
All
Help
Out.

—Exchange

MOVEMENT IN PECAN INDUSTRY

Considerable movement has commenced in the pecan crop of the Gulf States. Louisiana will produce a crop of approximately 7,000,000 pounds of commercial pecans in addition to large quantities of home-grown pecans. Shelling plants are being opened and others are having their capacities increased. Reports from the Southern pecan-growing district indicate heavy increases in the crop everywhere. The 1917 crop in Louisville, Mississippi, Alabama, Texas, and Florida is practically double the 1916 crop and the 1918 crop is expected to be much larger. Under the influence of heavier demand for domestic nuts, cultivation has commenced in Louisiana where heretofore the greatest portion of pecans have been known as wild pecans. The war has cut off much of the import trade in nuts hence the increased production.

HUGE BEAN CROP IN SOUTH

The largest bean crop in the history of the industry now is being threshed in Southern California. Work began last week and within two weeks threshers throughout the South will be working at highest speed to get the crop in store before the rains come.

The estimated value of the Southern California crop is $14,000,000, including the lima bean production. The 1917 yield will be worth more than twice that of 1916, according to figures compiled by leading bean brokers in Los Angeles.

Southern California being the most important lima bean producing section in the United States, the production of that staple was increased to such an extent that its valuation is estimated in the neighborhood of $10,000,000.

CANADIAN GROCER

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The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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EDITORIAL BRIEFS

THE Food Controller's Office, Ottawa, has issued a very effective sketch, drawing attention to the fact that the per capita consumption of beef and pork is 128 pounds per annum, while the per capita consumption of fish is only 29 pounds. Twenty-three shiploads of 5,000 tons is the graphic way in which is pictured the saving that would be achieved if we doubled our consumption of fish. This is a good suggestion too. People would be healthier, wealthier and wiser if they followed this suggestion.

* * *

THE Hon. Finlay MacDiarmid, Minister of Public Works in the Ontario Government, states that he has investigated the charge made by a Leamington clergyman, that fish were being thrown back into the lake in large quantities, and finds that this occurred 15 years ago. Well that takes away the sting: we are probably eating the great-great-grandchildren of those fish to-day.

* * *

MR. HANNA still persists in his belief that the women of the country eager to purchase cereals in bulk are being turned away from the bulk of Canada's grocery store doors.

* * *

MR. HOOVER, the American Food Controller, has prohibited combination. That is no one article can be made a bait to sell other articles. The idea being that this sort of selling leads to waste, in that the purchaser is induced to buy things that she does not want or in quantities that are beyond her needs from the mere instinct of getting something at a bargain price. That would seem to be a wise move. It won't be harmful to commodities to have them sell on their own merits.

* * *

THE United States Government in its large purchases of tomatoes for Governmental use has set a price of $1.70 for No. 3. The *Canning Trade*, Baltimore, contends that this figure will eventually become the market price.

THE IMPORTANCE OF THE PACKAGE IDEA

THE *Modern Merchant and Grocery World* of Philadelphia, Pa., in commenting on the Canadian package goods embargo, has this to say editorially:—

"The grocer who went back to the bulk basis on everything he sold, or anywhere near everything, would be astonished at the importance which he would instantly see that the package idea had come to have in his business. If everything went back to the bulk basis, the expense of doing business would probably increase 50 per cent. It might even be that certain retailers would find it impossible to do their present volume of business at all, with the number of clerks which could be got in the place. The package idea is expensive, there isn't any doubt about it, but it is a tremendous boon to the retailer. All retailers don't think so. They talk about the better profit they can make out of bulk goods, but do they remember how much more time and money they must invest to make the sale?"

That is good sound common sense. When you are judging the case you must not only take one fact but all the facts. And all the facts as they appear to us and to most other trade newspapers, as this quotation will serve to indicate, seem to be opposed to any campaign against the packaged article.

THE CHRISTMAS WINDOW CONTEST

IT is getting along toward the Christmas season, and it will not be long now before the merchant will begin planning for his Christmas display. Now the most important factor of all is the window display. It is the great selling force that goes far beyond the actual clientele of the store. Therefore the windows should have especial attention, and should be planned well ahead. For many years past CANADIAN GROCER has been carrying on a Christmas window contest, with the sole idea of helping the merchant to make his Christmas displays more effective. You are probably familiar with many of these that have appeared from time to time. Probably they have suggested ideas that you will find valuable, probably, too, you will be able to improve on these ideas, if so, don't forget to pass the benefit along. If you've got a good window pass it along, the days are far past when any merchant lived to himself. The more you can give to other merchants the better merchant you will become yourself. Let us count on

your co-operation in this matter. Do your best on that window, and send us a photo for our Christmas Window Contest.

THE DEBT OF THE FARMER

A RECENT Bradstreet's weekly trade report notes the tendeney on the part of farmers to speculate in the products of their land by holding them for higher prices.

If, as is probable, all men of draft age who are engaged in farm work are released from the operation of the draft, then hoarding by farmers should be a thing of the past. They are being granted special privileges, but these privileges are not granted that the farmer may grow rich. He has a right to a fair profit over costs as in any other occupation, but he is entitled to no more, and he is in debt to the country by so much as he has been spared to serve that country here. It is not a responsibility lifted, but a responsibility merely shifted to other fields that the country, not the individual, may profit the more. Every young man spared to Canada's farms is a debt that the farmers owe to the Empire, a debt that no doubt will be cheerfully paid.

SOME MORE CANDID CRITICISM

IT rather looks as though the Hon. W. J. Hanna would have to add the *Credit Men's Journal* to that list of enemies, under the influence of "German Agents"—that being apparently the way he disposes of all arguments unfavorable to his activities. Here are a few remarks from that journal:—

"To a man, the citizens of Canada are eager to do what they can to help the Food Controller in his work, *if he will let them,* but until quite recently he has shown no disposition to let them; as a matter of fact, Mr. Hanna, who cannot have had the remotest idea of the eonditions governing the food situation in this country, has been attempting to fulfil the duties of his office without calling to his aid those persons who were the most likely to know the best procedure to adopt. He has gone upon the assumption that the mercantile classes of Canada are a set of thieves and robbers, and that only those not connected with mercantile pursuits are to be trusted.

* * *

"Advisory Boards have been appointed all over the country. In the western provinces, at time of writing, there have been appointed to sit upon these boards no fewer than seventy men and women, and of these seventy *only one is engaged in handling food products,* outside of grain. There are lawyers and editors and clergymen and ministers of agriculture and education and grain growers and social workers and labor leaders and health inspectors, *but only one man engaged in the handling of food products.*"

MR. HANNA'S GERMAN MENACE

IN a recent issue of the *Canadian Food Bulletin* the Food Control Department makes the somewhat amusing charge that the opposition to the activities of the Hon. W. J. Hanna has been fostered by the organized effort of German agents. Surely Mr. Hanna is losing either his sense of proportion or his sense of humor. No opposition that we have seen expressed to the activities of the Food Control department could be so interpreted.

The granting of large powers to a man does not necessarily gift him with infallible wisdom, that much has been clearly proved by the Food Control activities in Canada. When the man eharged with these large powers deeides to plow a lone furrow, and to judge matters relative to industries which are a closed book to him, without the slightest referenee to the hardships, often unnecessary, that these will impose, then a man would be more than human and less than businesslike who would not oppose these measures with all his might.

The great trouble with a number of people in authority at the present moment is that they seem to desire to arrogate all the patriotism of a nation to themselves. It is comparatively easy, for instance, for Mr. Hanna to patriotically ruin some other man's business. But it is a trifle difficult for the man to feel the same way about it, especially when years of business training have taught him that his loss means no useful gain for anyone.

Now there is no intention of discrediting Mr. Hanna's activities. There is this much to be said, however, that as long as Mr. Hanna believes that he is the only one who knows anything about the business of this country, and that he is the only person who has the glimmering of an idea as to how difficulties can be remedied, just so long will the Food Controller be faeed with strong opposition, not from the organized efforts of German agents, the charge is almost too childish to repeat, but from Canadians every bit as loyal and no whit less self-sacrificing than any member of the Food Control department.

In the United States Mr. Hoover has worked hand and glove with the trade. When restrictions were placed on the canning industry, the heads of all the canning organizations great and small were consulted as to how best the ends aimed at might be achieved. In Canada, packers and the trade generally awoke one morning to find that an embargo had been plaeed on canned goods. They were not consulted in the matter.

As long as this high handed system prevails, so long will there be a lack of sympathy between the trade and the Food Controller. If you want friends you must show yourself friendly.

Last Call for Christmas Trench Boxes

Parcels Must be Shipped at Once to Reach Trenches by Christmas — Two Systems of Service, Each Has Points of Advantage—Many Prominent Firms Use Both Systems—The English System Has a Shade the Advantage at This Late Date.

THE number of retailers who have gone into the patriotic and at the same time profitable work of seeing that the soldiers in the trenches are remembered at Christmas has been growing with every passing day, until now there are few towns or cities where there is not at least one merchant going extensively into this business.

There are two systems that are generally adopted, either the box sent direct from Canada, which some merchants prefer, or the box shipped from England on specifications supplied to the merchant.

There are, of course, people who want to put their own personal touch on the parcel sent, and that precludes any other method than the direct dispatch from Canada. These personal touches are not always wise touches and almost daily there appear in the newspapers stories of the misfit gifts that have found their way to some astounded chap in Flanders. Still there is much to be said for this system. It is quite possible to think wisely, and to send the right goods in the right way. Many merchants have done it and have done it satisfactorily.

On the other hand if the merchant is not prepared or is prevented by heavy demands on his time from giving a great deal of attention to this business, he had better either do without it or turn it over to some agency that will give it that attention, only so can he give his customers satisfaction.

Combining Two Methods

Some merchants have found it of advantage to combine both methods, to have the boxes and the goods for the particular customer to choose from, and to have the English lists, that less exacting customers can scan in a moment and make their decision with no further trouble to themselves. There are a lot of boys in France who will get presents if the arrangements for getting them are not too complicated, who would be liable to miss them if greater attention were required. This does not mean of necessity a lack of better feeling on the part of the customer, but merely that people have grown accustomed to have things done for them. That is the reason so many merchants have made quite a study of this very question of trench boxes. They know that their customers have come to expect a special service from them, and that service being lacking there is a strong probability that the custom in this department would be lacking also. All this service takes time, and that is one of the reasons that the English system has found such favor with many merchants, it relieves them of much of the detail of this service that would be a serious burden at the Christmas season.

R. Barron and Son, Yonge Street, Toronto, is one of those stores that have adopted this double system. In that way the store meets the needs of those who are anxious to send their gifts direct, and provides an easier and somewhat more expeditious method for those who are content to trust this work in eminently competent hands. Unquestionably the latter system has some strong points to recommend it. The chances of delay are materially curtailed. It is only a matter of a few miles from England to France. That item just at the present moment is of course of outstanding importance. By the system adopted by the English houses' numbered lists are sent out, with the full detail of everything that goes into the box represented by some number on the list. Suppose the order comes in, it may get through it may not, for the mails once they get to France are in the hands of the Army authorities, and there may be a hundred and one things to delay them. With the English parcels, the order letter will probably beat the Canadian-shipped box by two or three days, while in more urgent cases, a cabled number will be sufficient to start a parcel on its way ten days or two weeks before the Canadian parcel could reach England. That is a point that Mr. Barron emphasized. At the present time, moreover the T. Eaton Company are making effective advertising capital of this very fact.

An Almost Perfect Service

In referring to the service received from those English companies Mr. Barron spoke in the highest terms. They

(Continued on page 33)

There is Still Time to Get That Parcel to the Trenches By Christmas

Our service simplifies the gift box question for you.

Place your order now, and your parcel will be dispatched from warehouse in Great Britain in plenty of time for Xmas in the trenches.

These packages are specially prepared in England and Scotland by specialists in food comforts for the Army and Navy.

The three assortments quoted below will give you an idea of the value these boxes represent. Ranging in price from $1.10 to $29.00. Over 60 different assortments.

NO. L 5.
To England or France, $3.80.

One tin Herrings and Tomato, 1 tin Fruit Cake, 1 tin Sardines, 1 tin Potted Meat, 1 cake Chocolate, 1 tin Peppermint Bull's Eyes, 1 tin Cafe au lait, 5 "Court Royal" Petit Ducs Cigars, 2-oz. tin Navy Cut Tobacco.

NO. F 3.
To England or France, $7.20.

One tin Ox Tail Soup, 1 tin Devilled Ham, 1 tin Bloater Paste, 1 tin Potted Grouse, 1 pot Gentleman's Relish, 1 tin Melton Hunt Pie, 1 tin Roast Turkey, 1 tin Oxford Sausage, 1 tin Finest French Beans, 1 tin Christmas Pudding, 1 tin English Cream, 1 box Best Muscatels and Almonds, 1 box Dessert Almonds, 1 box Tunis Dates, 1 tin Fortmason Chocolate.

NO. L 33.
To England or France, $1.25.

Sixty Virginia Cigarettes, ¼ lb. Smoking Mixture, 1 Good Briar Pipe.

NO. L 35.
To England or France, $2.65.

200 Virginia Cigarettes, ½ lb. Navy Cut Tobacco, 10 Panatelas Cigars, 1 Good Briar Pipe.

NO. L 42.
To England or France, $3.00.

1,000 Woodbine Cigarettes.

WE GUARANTEE THEY WILL REACH THEIR DESTINATION

MAPLE LEAF GROCERY

20 King Street

An advertising suggestion that may help the merchant to make sales.

How To Save Coal

Governor Whitman of New York Urges Conservation—Ways of Saving Outlined, a Matter of Importance to All.

On several occasions since the war broke out Governor Whitman of New York State has sought advice, by conference, with the editors of leading trade and technical papers on important business, manufacturing and economic problems.

Recently at his request a committee of editors of technical papers prepared a list of suggestions to manufacturers and business men and the public generally on the saving of coal. The Governor pointed out that the production of anthracite and bituminous coal would doubtless be greater than ever before, but on the other hand the consumption far exceeds the requirements of past periods, and he insists that the American people can avoid distressful conditions this winter only by exercising the greatest care and intelligence in the use of coal. The following are the suggestions which the committee prepared for the Governor.

Suggestions to Public.

The suggestions which the committee requested the Governor to make public follow:

Don't burn coal in an open grate, for in such a practice 75 per cent. or more of the heat goes up the chimney.

It isn't necessary to have every room heated. Most people would be healthier if they slept in cold bedrooms. Close off spare rooms.

Examine furnace and see that there are no cracks at floor line to permit air leakage into the ash pit. Make sure that all firing, ash pit and cleanout doors are airtight when closed.

Endeavor to keep the entire fuel space of your range or furnace filled, heaping the coal slightly in the centre. Steam or hot water boilers should be filled so that the coal is level with the bottom of the feed door opening. Don't let the fuel bed burn down too low. Thin fires mean waste. Break lumps to about egg size.

Frequent Feeding Wasteful

Feed the fire and shake the grate at regular intervals. Two or three times daily is generally sufficient unless the plant is inadequate for the service required. Frequent feeding and shaking are uneconomical. Shake down the ashes before adding fresh coal and stop shaking the moment the first bright spot appears under the grate. In mild weather let some ashes accumulate on top of the grate; in severe weather have only a very thin layer of ashes on it.

If, however, the fire has burned very low and more heat is desired open damper in the ashpit and add a small quantity of coal. In this particular case do not shake the grate until this fresh coal is well ignited, then shake down the ashes and again add fuel.

Don't leave feed door draughts open and admit cold air over a glowing fuel bed at any time. The feed door damper should be opened only to admit air over a fresh fire. Air for combustion should be drawn through the burning bed of coal and, as a general rule, all checking of draught should be accomplished by closing the ashpit damper and opening the check damper in the smoke pipe. The check damper should never be opened until the ashpit damper is closed. The shutoff damper in the smoke pipe may be closed partially in case of an unusually strong draught or to check the fire in mild weather, but, as a rule, this damper should be touched very seldom. Never check by leaving the firing door open.

Before feeding a furnace see that the shutoff damper in the pipe is open and close the check damper. This prevents the escape of dust through the feed door into the cellar.

Keep the ashpit empty. Ashes banked up under the grate prevent necessary air circulation, hinder combustion and tend to warp the grate bars. Remove ashes at least once daily, and be sure to sift all ashes to recover the good coal that has dropped through the grate.

Serious fuel wastes result from allowing soot or ashes to be deposited on the interior heating surfaces. This prevents utilization of the heat in the smoke and gases. Clean flues frequently; with soft coal every other day is none too often to give the furnace a brushing down. One-eighth inch of ashes and soot on boiler surfaces retards heat transfer 25 per cent.

Tin Now Under License

No Stocks Available From United States Except for Preservation of Food or Vital War Activities, a Serious Situation.

THE tin plate situation that was so decidedly serious during the early part of the year has not improved, but has grown still more serious. The supply of available tin appears not to be equal to the demand. There are some purposes for which the use of tin is imperative, among the most important of these being the preservation of foodstuffs. That there may be no wastage of tin the War Trade Board of the United States, under the authority vested in them, have forbidden the exportation of all tin except under license. These licenses will verify the fact that the tin is to be used for the conservation of food or for other agencies supplying the cital needs of the countries at war with Germany.

This embargo is a matter of great importance to Canada. All Canada's tin comes from the United States. It is true of course that most of the tin entering Canada is for the preservation of food products. It is hoped therefore that there will be little disruption of business owing to the action of the War Trade Board on this matter.

The full terms of the restrictions are as follows.

(1) That no license will be granted for the exportation of tin plate for use for any other purpose than as food containers, except on satisfactory evidence that the plate will be used in such a way as to contribute to the military needs of the nations at war with Germany and her allies.

(2) That, as to applications for license to export tin plate to be used as food containers, preference will be given to those cases in which satisfactory evidence is presented that the food to be packed will be for the use of the nations at war with Germany and her allies.

(3) That no licenses will be granted for the exportation of articles (other than tin plate) containing tin, except on satisfactory evidence that the goods will be used in such a way as to contribute to the military and other vital needs of the nations at war with Germany and her allies. Preference will be given to those cases in which satisfactory evidence is presented that the goods will be used in such a way as to contribute to the production or transportation of foodstuffs for the use of the nations at war with Germany and her allies.

(4) That no licenses for the exportation of tin plate will be granted, except to the manufacturers of the plate, or to others who, either at the time of making application or before shipment out of the country, present satisfactory evidence that they have purchased the plate from a manufacturer on firm order from a purchaser abroad. This rule applies to pending as well as to future applications.

TIN PLATE SHORTAGE IN SPAIN

The packers of sardines in Vigo and other parts of Spain are experiencing great difficulty in obtaining a sufficient supply of tin plate to meet their demands. In former years the greater part of the tin plate was imported from England, as the Spanish factories were able to supply only a part of the required amount. At present no tin plate is being imported from England. In the Province of Pontevedra alone are some 50 sardine factories, more than half of them in Vigo. Tin plate is needed in a great majority of these plants.

THE CLERKS' DEPARTMENT

REMARKABLE CAREER OF "N.C.R." PATTERSON

He Makes Workers Happy and Cash Registers for the Whole World—His Simple Success Recipe.

JOHN H. PATTERSON, who is devoting his life to the making of cash registers—and millions—ranks with the few employers who have chosen to spend much of their fortunes on their own employees. Few, indeed, are the millionaires who have given first consideration to those who have helped them make their riches when it is so much more simple and spectacular to build ornate halls and institutions or to proclaim large profits to this or that organization. B. C. Forbes in his "Men Who are Making America," tells how Mr. Patterson has made of his factory and its environment a thing of beauty, has put joy into work, and has made the earning of a living harmonize with the earning of happiness. He writes:—

The workshop of the National Cash Register Company, at Dayton, O., is a steel and glass palace flooded with light. Through its thousands of windows the workers can feast their eyes on exquisite views. The air throughout all the buildings is changed every fifteen minutes. Hundreds of shower baths are provided and every worker is allowed to enjoy them in the company's time. Of course, there is a hospital with a doctor and trained nurses in attendance; employees receive electric massage treatment free of cost; there are numerous rest rooms for women employees. To avoid the overcrowding of street cars and elevators and to save the women from having to mingle unceremoniously with the men, the former are allowed to start work half-an-hour after the men and to finish fifteen minutes before them. At ten every forenoon and three every afternoon recesses are granted the women workers. The commodious dining rooms furnish midday meals at cost and an orchestra regales the diners with sprightly music.

Every noon hour a moving picture or other entertainment is provided in a hall which seats 1,250, and here those who bring their own lunches may sit and eat while enjoying the pictures, the music and, occasionally, short talks. The men are given the privilege of smoking. By an arrangement with high schools and colleges, vocation training is provided promising youths.

Not one acre of Mr. Patterson's extensive estate, Hills and Dales, is reserved for his exclusive use; every square yard of it is thrown wide open to his employees and to the public. There is not a fence or a locked gate on the whole place. Instead, it is dotted with quaint, rustic camps where all sorts of paraphernalia are provided free for picnic parties cooking utensils, tables, benches, even flour and waffle machines and distilled water.

A golf course, tennis courts, baseball field and other facilities for recreation are provided, while a large club house permits of dances being held on Saturday evenings and all sorts of concerts, lectures and entertainments throughout the week. There is another club house in the city for the use of employees, and here largely-attended educational classes are held in the winter months.

When he started, over twenty years ago, to treat workers like human beings other employers called him a fool, a fanatic, a socialist, a dreamer. They warned him that coddling labor would bring him nothing but discontent and disaster, but he contended that unless employers showed the working people greater consideration grave trouble would arise sooner or later.

Revolution.

Let us first trace briefly the record of John H. Patterson and the making of cash registers before this turning point was reached.

There were no cash registers when John Henry Patterson was born—December 13, 1844. He was born, almost on the spot now occupied by the National Cash Register Company at Dayton, O. As a lad, one of eight children, he had to work hard on the farm. He received a good education, first in the Dayton schools and later at Miami University and Dartmouth College, where he graduated B.A. in 1867, having previously served in the Civil War as a Hundred Day Man, although then only a stripling.

Set Up As Coal Dealer.

Farm labor had little attraction for the Bachelor of Arts. Commerce appealed to him most, but he could not pick and choose jobs. He wanted to buy and sell things. Having saved a little money, he succeeded in borrowing a little more and set up as a retail coal dealer in Dayton. From selling coal he gravitated to mining coal and iron ore, in partnership with his brother, Frank, in Jackson County, some eighty miles from Dayton.

To enable their miners to obtain supplies, the Pattersons, in conjunction with two other mining concerns, opened a store. Business was plentiful, but profits were nil. At the end of two years the store had not netted a cent notwithstanding that all goods were supposed to be sold on a reasonable margin of profit. There was a leak somewhere.

Birth of Register.

Hearing that a merchant in Dayton had invented a contrivance to keep a record of all sales, Mr. Patterson immediately telegraphed for two of the novel machines. The idea of the cash register had taken birth in 1879, in the brain of Jacob Ritty, a Dayton merchant who, suffering from a breakdown due to overwork and worry in attempting to keep tabs on the details of his business, had started on a voyage to Europe. While in the engine room of the ship one day, he noticed a device that recorded the number of revolutions of the propeller shaft. Why not construct a machine that would record each coin put in the till? Hurrying back, he set to work with his brother, a skilled mechanic, and evolved the first cash register.

Mr. Patterson's was the first order filled. Crude and clumsy though it was, the machine immediately turned the store's loss into a substantial profit. Mr. Patterson's commercial instinct told him that the new invention had unlimited possibilities. "What is good for our store is good for every store in the world," he told himself. At the first opportunity he went to Dayton, investigated the situation thoroughly and, although only a few machines had been turned out, he was so certain of the outlook that in 1884 he bought out the Ritty business and changed the name from the National Manufacturing Company to the National Cash Register Company.

Factory Was Unattractive.

The acorn did not at once grow into an oak. Troubles and obstacles were met at every turn. Construction of the cash registers demanded highly skilled and scrupulously careful workmanship of a novel kind. It was difficult first to teach the workers and then to retain them, as their expert services were sought by others. The factory was located in an unsavory section of Dayton called Slidertown—everybody and everything on the downgrade had a habit of sliding into this section. To work at "The Cash" did not bring a high social rating; in plain language, the better class of young men and particularly young women preferred to earn a living in more respectable surroundings.

John H. Patterson was partly to blame for this unsatisfactory state of affairs. He was not then a model employer. He was neither better nor worse than other factory owners. His interest in his employees was confined to what he could get out of them. And they repaid him in kind. Poor working conditions begot a poor product.

So bad, indeed, did things become that in one year $50,000 worth of machines was thrown back on the hands of the company as faulty.

Patterson Woke Up.

Then John H. Patterson woke up.

He experienced not only a change of viewpoint, but he underwent a change of heart. Adversity taught him humanity. Why should workers treat him with more consideration than he was treating them? Why should they interest themselves in his welfare if he was not interested in theirs? He would adopt a new policy. Also, he installed his own desk in the centre of the factory floor.

With this new spirit in his heart, he went to the factory to study conditions. He saw a woman engaged, as he thought, in mixing glue in a very unscientific way. He spoke to her. "It's not glue, it's coffee," she told him. Leavings from the previous day were being reconcocted.

Mr. Patterson immediately ordered the

manager to arrange to have the women supplied with good coffee every day. He next looked around for other things needing correction. Not noticing any provision for the proper serving of the coffee, he summoned the manager, who gave him a dozen reasons why the factory could not be turned into a coffee house. Mr. Patterson ordered him to rent a house across the street for the purpose. Again there was delay. This time the manager and his assistants were told that dismissal would follow were the reform not instituted forthwith.

Begins Reforms.

The serving of the coffee had an instantaneous effect upon the output of the women. Patterson learned that kindness paid in dollars as well as in disposition. From that day on he never wavered in his determination to improve the lot of his people. One thoughtful innovation after another was introduced and a systematic effort was made to raise the quality and tone of the working force.

Better workmanship and better product brought increased business. Sales increased from a few thousands a year to several score of thousands. Larger buildings became necessary. Slidertown had been cleaned up somewhat under Mr. Patterson's influence, but it was still no Newport or Tuxedo. Mr. Patterson next bought up much of the property in the neighborhood and resolved to spend both money and time in revolutionizing the whole neighborhood.

Most important of all, he engaged the leading firm of architects in America to design a factory building which would be the very antithesis of the ordinary factory. He wanted it to contain every conceivable appointment conducive to the comfort and safety of the workers. He wanted, also, halls for noonday entertainment, for holding of classes, for illustrated lessons and lectures on the different phases of manufacturing the cash register and on salesmanship.

Reforms Boys.

When the glass and steel palace began to be erected Dayton shook its head. Among other things, Patterson was told that the boys of Slidertown would not leave one whole window overnight, that new glass would cost him more than his profits. Patterson took the boys in hand and began to transform embryonic gangsters into young gardeners and young gentlemen. The boys were given individual gardens, received instruction from a head gardener, were shown how to organize themselves into a stock company, were inspired to interest themselves in the work, received prizes and, at the end of the year, were paid dividends from products sold. The company was run entirely by the boys themselves. Also, a club was formed to send city lads to work on farms during summer vacations. This solved the window-breaking problem—and solved, also, problems of more vital importance to the boys and to society.

Bankers Try to Get Him.

His enormous new plant, however, was costing him a mint of money. So were grounds he had bought for the use of his workers and others. The rapid expansion of his business—in two years he sold as many machines as he had sold in the previous twenty-two years—necessitated the tying up of extensive capital.

Like a thunderbolt came the announcement from the bankers that he must pay off loans. Not a dollar could he obtain from any bank in Dayton. This, Patterson's critics and enemies chuckled, would put a quietus to his welfare capers.

It almost did. Patterson, however, was a born fighter. He also was a philosopher. "Thrice is he armed who hath his quarrel just," he reassured himself. It was a time of tight money, and outside banks were indifferent or worse. Finally, however, a New England financier sent a representative to Dayton to analyze conditions. He learned the cause of the trouble and he learned also that the Patterson brothers were men of unimpeachable character, of indefatigable industry, of indomitable will and that they were conducting a growing, profitable business. All this appealed to him and he offered to lend them several times the amount they had asked. Had the character of the Pattersons not withstood the searching test, the history of the National Cash Register Company might have ended disastrously.

Slidertown Spruces Up.

Mr. Patterson's activities on behalf of his employees multiplied. Slidertown began to blossom. Besides the boy club gardeners, grown-ups in the neighborhood became so greatly enamored of the beautiful that, under consistent encouragement, they began to spruce up their homes and to surround them with flowers and lawns.

Mr. Patterson also worked laboriously and against much discouragement to arouse the citizens of Dayton to make of it "The City Beautiful." He threw himself enthusiastically into reforming the administration of the city, then politics-ridden, not to say corrupted. Like most reformers, he made enemies.

Nor did he wholly escape the trouble with workers which other employers had predicted. During a period of acute labor unrest throughout the country, whisperings began to be heard that a section of the Cash Register workmen were to strike. Mr. Patterson's kindness had been misinterpreted as weakness. Some of the men wanted to become masters of the establishment. They imagined they could do as they pleased, that Mr. Patterson would submit to anything. He had made one mistake in the treatment of his workers; some of the privileges, such as taking baths and attending certain of the entertainments provided, were made compulsory. This form of paternalism, naturally, was resented. Mr. Patterson, however, saw his mistake and rectified it.

Closes Factory.

On learning that a strike was to be called by a part of the workmen, he assembled the whole force, explained that he understood some of them were dissatisfied, told them he himself was not wholly pleased with the way things were going and announced that a rest would probably do them and him good. He closed the whole works without intimating when they would be reopened and then went traveling.

At first the prospective strikers were jubilant over their "victory." Within a fortnight, however, other classes of employees began to criticise the malcontents. Another week passed, and still no intimation of re-opening. Inquiries began to be made as to when work would be resumed. No comforting information was forthcoming. At the end of a month things began to be made unpleasant for those responsible for the shut-down. Petitions began to be sent Mr. Patterson to come back and open the gates. But not until two months had passed did he announce that he would return to Dayton although he let it be known that he had been invited to locate his work at other more convenient points.

The whole city prepared to give Mr. Patterson a welcome home with brass bands, public receptions, complimentary dinners, and laudatory speeches. Sober reflection had convinced the citizens that Dayton could not afford to lose Patterson.

He would have none of their joyful reception. Instead he replied by outlining a long list of things Dayton citizens ought to do to make their city more attractive, more efficient and more healthy.

He re-opened the works and there was not another murmur of a strike, and since then he has had no trouble with labor. The true worth of his work for his employees and for Dayton was grasped during the period when there were fears that Dayton would lose both him and his plant, thus emptying thousands of pay envelopes weekly.

When the national mania for trust busting swept across the land the Government did not overlook the National Cash Register Company. Was it not rapidly becoming almost a monopoly? Patterson's reply to that was that he owned the basic patents for cash registers and that he was entitled to fight competitors both legally and commercially. Fight them he did without mercy. Into the rights or wrongs of the Government's prosecution I cannot here enter. A lower court sentenced a number of the officers and responsible employees of the company to a year's imprisonment, but this verdict was quashed by the higher court. The Government did not drop the matter, but started to prosecute the company under the civil section of the Sherman Law, and rather than continue at loggerheads with the Administration for another year or two, demoralizing the whole organization, Mr. Patterson was induced to plead guilty to the technical charge of "conspiring" to build up a monopoly, a business policy which Mr. Patterson had all along contended he was entitled to follow by reason of his exclusive patent rights.

Mr. Patterson declared to me that only the consciousness that he was doing constructive work and setting an example to other employers in the treatment of workmen impelled him to struggle on against both labor and governmental obstacles after he had all the money he needed for his personal and family requirements.

The Dayton Flood.

To the American public the crowning achievement of John H. Patterson was that which won him the title "The Saviour of Dayton," on that memorable day and night of March 25-26, 1913, when the greater part of the city was flood-swept and laid under as much as seventeen feet of water.

It was Patterson who, hours before the flood came, by telephone, by telegraph, by horseback, by automobile, by foot messenger, by every means of communication that could be impressed, aroused the whole city to its impending danger and gave instructions how to prepare for the coming avalanche of water. It was Patterson, too, who summoned his executive and other forces to Industrial Hall, mounted the stage, and showing his famous pyramidical chart illustrating the organization of the company, announced: "I declare the National Cash Register Company out of commission and I proclaim the Citizens' Relief Association." With a piece of charcoal he sketched a diagram of the Relief Association, naming a head for each division of the work and instructing them how to proceed.

From the Patterson factory came rafts and boats—constructed of materials taken from his immense lumber yards—at the rate of one every seven minutes.

Saves Many Lives.

By common assent Patterson became the acknowledged dictator of the whole rescue work. Never did military general direct forces with more skill, with more rapidity or to more effect. So brilliantly did he command that when General Wood, commander of the U. S. Army, and Secretary of War Garrison rushed to the scene and viewed the functioning of the Patterson emergency machine they announced: "We can do nothing beyond what you are doing."

A faint glimmer of what Dayton underwent may be derived from the fact that in one improvised maternity hospital twenty-nine children were born during that terrible night.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

T. D. Williams, employed by Dearborn & Co., Ltd., St. John, before he enlisted in an artillery unit, has been reported suffering from gunshot wounds in the face.

Fire which destroyed adjoining premises caused damage, through smoke and water, of several thousand dollars to stock of Willett Fruit Co., Ltd., St. John, on evening of Nov. 23. Their loss was covered by insurance.

The Maritime Fish Corporation, of Montreal, are enlarging their plant at the Digby branch, and have recently completed a cement foundation for a big ice house on Lower Water Street, at the Racquette.

That keen business ability and an intelligent interest in cultural subjects are not incompatible is illustrated by the fact that the officers elected this week by the St. John Arts Club included T. H. Estabrooks, tea packer, as first vice-president, and W. Frank Hatheway, wholesale grocer, as second vice-president.

E. M. Trowern, secretary of the Dominion Board Retail Merchants' Association, was in St. John this week to stimulate interest in the work of the association. He conferred with the provincial executive and plans for a more vigorous prosecution of the work were formulated.

The announcement of plans suggested by Food Controller's office, to help holders of large quantities of eggs to unload without lowering the price, were received in St. John with surprise. New Brunswick has been suffering from marked scarcity of eggs, and there is ready market here for considerable quantity if the price is right.

At a recent meeting in Halifax of the grocers' and butchers' section of the Retail Merchants' Association of Canada the question of enforcing the Lord's Day Act was discussed. The package goods prohibition was discussed and it was thought most probable that the embargo would not accomplish much and that the trade could do more to educate customers along this line than the Government. The question of deliveries will be taken up in the near future with a view to lessening cost through co-operation.

Quebec

A. E. Lamaree, general store, St. Valier Stn., is giving up business.

H. P. Cowan, sales manager of the Cowan Co., Toronto, is a Montreal visitor in the interests of his firm.

H. D. Marshall, grocery broker, with offices at Montreal, Ottawa, and other points, is in Montreal calling on the trade with Mr. Freeman, Montreal manager.

Ontario

E. R. Costin, dairy, Hamilton, has sold out.

J. Cunningham, Arnprior, grocery and fancy goods, is dead.

L. L. Lafler, grocer, Waterford, has sold to C. Cunningham.

G. N. McLaren (Est. of), Brussels, has been succeeded by Carswell Bros.

A new creamery will be opened shortly at Wingham, in the basement of the Kent block. Messrs. Benninger of Grand Valley are behind the new undertaking.

Albert Scarsbrook, a prominent merchant, of Petrolia, while apparently in the best of health, dropped dead in front of the post office there. He has been engaged in business in Petrolia for 25 years.

Pte. T. Harry Meyers, son of Mr. and Mrs. Geo. H. Meyers, Seventh Street East, Owen Sound, has recently been reported killed in action. He was in his twentieth year, and previous to enlisting had been employed as cashier by McLauchlan and Sons, Owen Sound.

The mills of the Renfrew Milling Company, Renfrew, which have been out of commission for some years past, will be refitted and opened in the near future. The mill will be operated by M. J. O'Brien, Ltd., in conjunction with mills at Saskatoon, Sask., and Strome, Alberta.

J. A. Wilson, who for many years conducted a grocery business at the corner of Queen and Wellington Streets, Chatham, died recently in that city. He had been a resident of that city for the past thirty-eight years, and for the better part of that time was engaged in the grocery business. He retired from business some time ago.

P. Miscevich has recently opened a new grocery and meat store at Louis and Welland Streets, Welland.

Western Provinces

M. Kirk, general store, Waldeck, Sask., has sold out.

M. Cohen, general store, Neville, Sask., has sold to Finnis & Donnell.

Chas. Elliot, of the tea and rubber department, Macdonald & Co., San Francisco, called on the wholesale trade of Winnipeg last week.

Donald H. Bain, head of the D. H. Bain Co., Winnipeg, has returned from a business trip through Western Canada, when he called on all their branches.

Bruce Gordon, of Codville & Co., has accepted the chairmanship of the Manitoba food control advisory committee, subject to approval by Food Controller Hanna.

E. J. Clark, formerly credit manager for the Western Canada Flour Mills, Ltd., Winnipeg, but latterly covering Southern Manitoba and Winnipeg to Port Arthur for Purity Flour, has joined the Flying Corps.

J. A. Kent, who has been acting manager in Saskatoon for W. L. MacKenzie & Co., has been moved to the head office in Winnipeg to take up an important position there. A splendid opening was made for him when a number of changes were made there recently.

D. D. Ferguson, specialty salesman for W. L. MacKenzie & Co., Winnipeg, was married two weeks ago last Tuesday in Regina. "Dunc," who is one of the best known travellers in Western Canada, tried to do this quietly, but failed to put it over his friends.

The many friends of Bob McNally, specialty salesman, formerly with W. L. MacKenzie Co., Winnipeg, will be glad to know that he is now back in Canada, having done his "bit" at the front. After taking a three-months' treatment at Guelph, he hopes to resume his old acquaintanceships. He is due west by March 1.

Watson & Truesdale, wholesale commission brokers, Winnipeg, have been appointed agents for Armour & Co., Chicago, for the sale of margarine. Armour & Co. have just completed a new margarine factory which has cost them upwards of $800,000. Watson & Truesdale expect to start importing as soon as license comes into effect.

George Cameron, general manager, of W. L. MacKenzie & Co., has just returned from a visit to all their branches in Western Canada. He reports conditions very satisfactory. He told of a change that had taken place in connection with their Saskatoon office; Robert Campbell, their former manager there, recently enlisted in the Navy, and, after going all the way to Halifax, found that on account of heart trouble he was unable to be accepted. For the same reason he was ineligible for the Army. W. L. MacKenzie & Co. wired him to the effect that his job was still open.

C. H. Pegg, representing John Seigfried & Co., Chicago, importers of Oriental merchandize, called on the firm's representatives in Winnipeg last week, Tomlinson & O'Brien. Among the lines handled by Mr. Pegg is Java tea, and in connection with this he told CANADIAN GROCER that when Java was settled by the early Dutch settlers they planted their tea gardens with Chinese seed. This was not very satisfactory, and in recent years English con-

cerns who have gone to Java have been using India and Ceylon seed, from which tea has been produced very satisfactorily, and at the present time is helping out, especially as Dutch steamship companies have recently transferred their steamers from the Atlantic to trade between Java and the Pacific Coast.

PROMINENT MANUFACTURER PASSES AWAY

The death occurred recently at Rockland, Me., of Henry Dole Norris, president of The Thompson and Norris Company, Niagara Falls, Ont., Mr. Norris was one of the founders of the business and was a well known figure in manufacturing circles. His loss will be deeply felt by the many friends he had acquired in all branches of the trade.

LAST CALL FOR CHRISTMAS TRENCH BOXES

(Continued from page 28.)

had been using that system for several years now, and in no single instance have they had any complaint of the service rendered. The boxes were standardized and as far as their experience went they were always shipped exactly as ordered.

There are many other stores that have adopted this system and found it decidedly satisfactory; among them J. F. Cairns, Saskatoon, Sask., Peebles Hobson, and A. G. Bain & Co., Hamilton, all stores of the highest character.

There are forceful arguments to be made for both systems. The system of the personal parcel from Canada has been dealt with at some length in previous issues. Stress is laid on this other method at present because at this date this system is the most likely to actually get the box there by Christmas. It is to be remembered however that this activity is not one for Christmas only but for all the year. One of these systems may best suit the requirements of one grocer and a different one may be more in line with the activities of his neighbor. The merchant can suit himself in this regard, but he should keep this activity to the fore through every single month of the year.

SUGAR FAMINE IN UNITED STATES

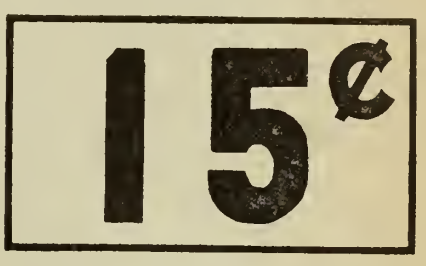
A famine in sugar in the United States is declared to be upon the country, and formal warning has been issued with instructions from the office of the U. S. Food Controller. The statement declares that "the moment of America's first self-denial in the matter of food has arrived."

Considerable suspense was caused in New York recently when many grocery stores posted the sign reading "No sugar for sale." In some sections of the city as high as 15 cents a pound was paid for sugar.

New Goods Department

CLAMP FOR PRICE STICKERS

The Store Helps Manufacturing Co., Toronto, are manufacturing and placing a new pricing system on the market under the name of Shuman Pricing System. The system is as follows: Galvanized metal clamps which are adjustable



to any thickness of shelving, and stickers with various prices printed on them. Stickers can be changed as often as prices change, etc. The clamp is made of metal which is quite pliable and can be slipped on to the edge of a shelf, basket, container, etc., or can be made to sit on a display of canned goods, etc. The accompanying cut shows what front of sticker that is pasted on the clamp is like.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

SUGAR FOR SOLDIERS IN ENGLAND

We note in a recent issue of Canadian Grocer, that persons in England have been fined for receiving sugar through the mail. We have been sending sugar in parcels to soldiers, and are anxious to know whether there is any possibility of trouble in connection with this matter.

D. GOUGH.
Kaslo, B.C.

Answer.—The Dominion Government has recently made arrangements with the Imperial Government, whereby sugar may be sent to soldiers in training in England, without license and without any penalty to the receiver. Sugar cannot, however, be sent to any civilian without rendering the receiver liable to punishment. Candy does not come in this category, and may be sent to anyone.

ORDER APPLIES TO STARCH PRODUCTS

Our understanding of the order regarding the sale of cereals in package form is that it applies only to breakfast foods, but we note that in your market reports you class corn starch in the same list. Any information you can give will be appreciated.—London, Ont.

Ans.—While the order definitely refers to breakfast foods, it also includes other products. The clause of the order dealing with this matter reads: "No manufacturer . . . . shall offer for sale in Canada any foods known as breakfast foods, or cereals or flour, or other foods which are the products of wheat, oats, barley, rye, rice, peas, beans, buckwheat, Indian corn (maize), or lentils, in original packages of less weigbt than twenty pounds."

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

MARKETS for grocery commodities presented numerous changes during the week and included such lines as sealing wax, candles, grape juice, tobaccos, catsup, jam, baking powder, molasses, dates, pink salmon, cream of tartar, pecan nuts and shelled walnuts. The run of lake herring came to a rather abrupt end due to the storms of the lakes and cold weather which froze the bays. Frozen fish will now take the place of fresh lake fish. The science of freezing fish has been developed within recent years and large stocks of this food product are thereby conserved which would otherwise go to waste.

An embargo placed on the shipment of cottonseed oil by the United States Government has had the effect of shutting this basic material in shortening out of the Canadian market for the time at least. It is anticipated that licenses will be granted by the United States Government to bring this commodity into Canada, but in the meantime stocks are very light. Some manufacturers are not quoting on shortening as a result and prices have been firmer in consequence.

Representatives of the Cuban cane planters have agreed to accept a price for their sugar on the basis of 4.90c per pound cost and freight Atlantic ports. If the International Sugar Commission thinks favorably of this offer and agrees to take Cuban sugar for the Allies at this figure there should be a reduction in the price of refined sugar to the extent of about one cent per pound. Flour prices have not yet been announced but it is expected advisement will be made soon by the Food Controller. Business with the wholesale grocery trade is reported brisk. Shortage of goods is constituting the greatest obstacle to the trade at the present time.

QUEBEC MARKETS

MONTREAL, Nov. 27.—Trade in this district is somewhat quieter in the staple lines than heretofore. This is occasioned by the approach of the holiday season, when demand shifts largely to the holiday lines, and jobbers have reported some falling-off in the purely everyday commodities. However, there is no complaint whatever, as the staffs are kept busy and deliveries have been going forward fairly well. There is still a good deal of delay with shipments of various lines. This is true of California dried fruits, and while some supplies are on the way, the delivery in general will be limited and a short supply all round will result. No changes are reported in the sugar situation. Deliveries continue to be made in limited lots and all are receiving some supplies at frequent intervals. Canned goods are in firm market, with a brisk demand, but for small quantities only. In this line some new goods of French pack have been received, and these will likely be asked for owing to the general shortage, although they are expensive. One of the large boats with a heavy cargo of nuts and dried fruits is now overdue, and various dealers are anxious as to the reason for this. Deliveries of beans from Ontario are very small, while some supplies are coming in from Quebec, and these are in first-class condition and of best quality. Feed oats are higher by 3c to 4c per bushel, and rolled oats are up 55c per sack of 98 lbs. Barley is reported to be in firmer market, while one jobber has a lower price on pot barley and is quoting at $5.25. Vinegar is higher by 3c to 4c per gallon. Caustic in drums is up 50c per 100-lb. drum, making the price $8. Circulars are received from the California growers that they are still seriously confronted with the car shortage problem, and supplies of dates, raisins, figs and prunes will certainly be increasingly hard to obtain. So serious has this situation become that one of the largest dealers here has cancelled his order for figs. California currants, one dealer states, are in very good demand and his sales of these are very fair.

Not Many New Lines French Canned Goods In

Montreal.

VARIOUS LINES.—Few new lines are to be had these days in the grocery trade. Occasionally some dealers are offered odd lots of commodities, and these are picked up readily. Thus a quantity of French canned goods came in this week comprising spinach, string beans, anchovy, capers and cherries in syrup. The prices that these will have to be sold for are much higher than those for old stock; indeed, they will be higher by 40 per cent. to 50 per cent. Caustic in 100-lb. drums has increased from $7.50 to $8 per drum.

Refined Sugar Is Firm And Unchanged

Montreal.

SUGAR.—With short supplies confronting the trade, nothing but the continued shortage of supplies can be foreseen. There seems to be little complaint, however, and jobbers are able to mete out small lots at frequent intervals. The United States diversion of the quantity held for delivery to Russia will help the situation there temporarily, it is stated, but this will be of little comfort to the trade here, as no appreciable effect will result. It is early to anticipate a change of any consequence, and the conditions seem to have rested themselves for the immediate present, with prices held firmly.

	100 lbs
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Still Firm; Some French Pack In

Montreal.

CANNED GOODS.—Reports of a lowering price schedule on some lines of canned goods in the United States seem

to be given credence, but these are apparently checked. The market holds firm here, with dealers passing out sorting lots of the various lines and with a fair business available of this nature. Shipments of some French canned goods were received the past week by one of the bigger jobbers, and this comprises quantities of string beans, anchovy, capers, spinach and cherries in syrup. Aside from these lines there were some mixed vegetables. These are high-priced goods and will have to sell at prices from 40 per cent. to 50 per cent. higher than the old stock.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Lack Of Licenses Delays California Dried Fruits

Montreal.

DRIED FRUITS.—Every carload of dried fruit coming from California growers must be sent forward only when license is secured from the authorities at Washington. It is not to be wondered at, therefore, that shipments are so slow and these come in only after they have been long on the road. One large dealer, with due foresight, anticipated some of the troubles which are now common and is being congratulated for the manner in which deliveries have been made. This firm also has several cars of dried peaches, apricots, prunes and pears en route, and delivery should be made in ample time for the Christmas trade. It may be taken for granted that stocks will continue to be light, with prices held firmly.

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Business Light; Price On New Crop Higher

Montreal.

MOLASSES.—The prices for the new crop of molasses will be considerably higher, importers here state. The supply on hand is not great, and delays will be experienced in getting new crop forward. Barbadoes crop cannot as yet be estimated with much degree of certainty, but dealers are of the opinion that around 85c will be the price f.o.b. Barbadoes, and when landed here the quotations will be much in excess of present ruling prices. There is no great amount of business being done, the retailers having supplied themselves fairly well for immediate needs some time ago.

	Prices for Fancy, Island	Choice, of Montreal
Barbadoes Molasses—		
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	....
Barrels, per 100 lbs.	....
Half barrels, per 100 lbs.	....

Nut Importers Busy; Maintain Firm Prices

Montreal.

NUTS.—The demand made upon stocks of nuts has been very heavy by the jobbers, who have been anticipating the Christmas business. With none too heavy stocks, this has served to distribute the available supplies over a widely separated trade, and with so little encouragement from without as to new supplies, there will probably be a shortage ere long. This will apply to several kinds of nuts, viz., peanuts, walnuts (both shelled and unshelled) and some other varieties. One importer has received some further supplies of shelled walnuts.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1	....	0 17
Peanuts, shelled, Virginia, No. 1	....	0 16
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 56	0 58
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1	....	0 24

Firmness Is Feature In The Honey Market

Montreal.

HONEY.—The amount of honey being received here is fair, but stocks are not so large as some have reported. The sales are in smaller lots, and orders are usually for from one to five-case lots. Prices hold firmly on quotations given last week, comb honey selling at 21c per section. Other trading as for regular grades is light.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 17
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 19½
Clover, 60-lb. tins	....	0 19
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Demand For Beans Better; Prices Firm; Delivery Good

Montreal.

BEANS.—More Quebec beans are finding their way to market, deliveries having improved. With the cold weather the demand has also improved somewhat, and a fair volume of business is passing. It is not expected by some dealers that the supply will last long—that is, there will be no great quantities available. From many centres employing certain classes of labor there will be a brisk demand from now on. As far as Ontario beans are concerned few deliveries seem to have been made. No specific reason is assigned, but it is presumed that the Ontario growers are waiting for better prices.

Beans—		
Canadian, hand-picked	....	10 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Sales Of Rice Are Fair; Price Holds Very Firmly

Montreal.

RICE.—There is a small volume of business obtaining here in rice, and sales are quite confined to small sorting orders. The quotations made hold firmly, and will probably do so for some time. Millers report a firm market, and jobbers' stocks are in fair shape. There has been some further inquiry from importers overseas for supplies, but this cannot be satisfied owing to the continued freight situation. The following prices are quoted:

Carolina	10 00	10 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Some Japan Teas In: Containers in Bad Shape

Montreal.

TEA.—There is a normal demand for teas and the trade is being reasonably well supplied in most grades. Some Japan teas are coming to hand, and it is stated that in many cases containers are in very bad order, showing careless handling. This is very probably due to the shortage of labor or to new and green hands being employed, and is another indication of the spread of difficulties which have long existed regarding labor. Prices are firmly held here and the future prices will depend very largely upon the shipping situation.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Coffee Demand is Good Prices Hold Unchanged

Montreal.

COFFEE.—The coffee grinders here are very busy with orders and are well satisfied with the volume of trade. One of the largest roasters reports that conditions are very satisfactory all round, orders coming to hand well and collections being satisfactory. With this firm there is a weekly increase of output. In the New York market there seems to be somewhat of an unsettled condition owing to small trading, and this has had a tendency to weaken the market slightly. In the local market prices hold unchanged. Cocoa is in active demand owing to the colder weather. Many people enjoy a hot drink of chocolate these frosty days and the demand for cocoa is thus greatly stimulated.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Ginger Prices Are High Pepper Somewhat Erratic

Montreal.

SPICES.—The market is active, with a good deal of shifting at import centres. This is due to scarcity of shipping, a condition which retailers seem to be appreciating more and more. Gingers are firmer, with supplies of Japans about depleted. Cochins very scarce and Africans firm. There is no change, however, in prices here. Generally speaking, the spice market is feverish, with some tendency to shift from one line to another daily in the primary markets. Retail dealers will not go astray in checking up their supplies carefully, for there is little likelihood of better deliveries coming through for some time. A better demand exists for cloves and there is a fair trade generally.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0.40	0.45
Cream of tar	0 65	0 70
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Spanish Onions Lower Hothouse Tomatoes 30c

Montreal.

FRUITS AND VEGETABLES.—There is a lower quotation this week for Spanish onions, these being quoted here at $6 for the large crates and $4 for the small size. No. 1 Wealthy apples are some higher in price, selling at $7 to $7.50 per bbl. Alexander apples are off the market and Gravensteins are rather scarce. Montreal cabbage is now selling in barrels at $2. California celery is to hand at $7 a crate. Curly lettuce is to be had in 4 dozen boxes at $1.75 per box. Boston head lettuce is selling for $2 per dozen. Evergreen in bunches is now offered at 75c and is used for decorative purposes. Hothouse tomatoes are a little lower in price, being sold at 30 to 35c a lb. Peaches are off the market and marrows and Hubbard squash are very scarce. Market days, Tuesdays and Fridays, are very brisk but otherwise there is a tendency to quieter conditions.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 50	7 00
Pineapples, Cuban, grate	....	5 00
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal, per bbl.	....	2 00
Cabbage, Montreal, doz.	....	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.	....	5 00
Celery, California, per crate	....	7 00
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	....	3 50
Spanish onions, large crate	5 50	6 00
Spanish onions, small crate	3 50	4 00
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper	2 25	3 00
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 50
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.	....	0 30
Lettuce, Boston, head, doz.	....	2 00
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	....	1 75
Tomatoes, pound	....	0 20
Horse radish, per lb.	....	0 25
Beans, wax, bag, U.S.	....	7 00
Beans, green, bag, U.S.	....	7 00
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	1 00
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers, Boston, doz.	....	2 25
Pears, basket	....	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	15 50	16 00
Evergreen (for decorating), dull, per bunch	....	0 75

ONTARIO MARKETS

TORONTO, Nov. 28.—The upward tendency in the grocery market continues without abatement in spite of attempt at regulation of prices. Lines that show higher prices during the week include junket tablets, sealing wax, candles, oil shoe dressing, grape-juice, tobaccos, catsup, jams, baking powder. One of the lines in which there is hope that lower prices will prevail in the not distant future is that of sugar. The Cuban planters have agreed to accept a price for the crop that is approximately 1c per pound below the present basis of raw sugar. Trade in grocery lines is reported very good, there being the usual pre-Christmas briskness due to the fact that retailers are anticipating their wants for the holiday season.

Raw Sugar Prices Fixed; Decline 1c Pound

Toronto.

SUGAR.—The news of greatest interest to the sugar consuming public during the week was the announcement that at a meeting of the Cuban cane planters during the week it was agreed by interests representing 60 per cent. of the forthcoming crop to sell on the basis of 4.90c cost and freight for United States ports. The present cost and freight basis is 5⅞c, or approximately 5.90c per pound. From this it will be seen that a decline of 1c per pound in the price of sugar will be in order. The decision in this respect has been awaited with a great deal of interest for some time past. From reliable sources it had been intimated that prices were likely to be from ¾c to 1½c lower than the recent basis of 5⅞c established by the International Sugar Commission. Another item of unusual interest was the one noted last week in these columns to the effect that grinding of new-crop cane has already started in Cuba. This is the earliest date on record at which grinding has commenced. The date of commencement of operations was November 19. The earliest date previously at which operations had started was November 21, 1912. Commencement dates usually range from December 1 to December 12 and it was anticipated that operations would start about December 10 this year. The early beginning gives confidence that there

will be a general resumption of grinding in the near future. In the local market light arrivals continued to come forward and there is every prospect that situation will be safely tided over until new crop arrives.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Sealing Wax, Candles, Grape Juice Are Higher

Toronto.

SEALING WAX, CANDLES, JUNKET TABLETS.—Higher prices were again made effective on Hansen's junket tablets, quotations having been raised to $1.20 per dozen. Parowax for sealing purposes has been advanced to 15c per package. Candles in cases of 40 pounds loose have been advanced to 10c per pound. In cartons of six pounds, six to case, the price has been advanced to 11½c per pound. Beaver oil shoe dressing has been advanced to 90c per dozen. There is a firm situation in matches and higher prices would not come as a surprise. Redwing grape-juice is now selling at $5 per case of twelve quart containers, $5.50 per case for 24 pints, $5 per case for 36 half-pints, $5.75 per case of 72 4-oz. bottles and $5.75 per case of half gallons. Higher prices have been made effective on some Dominion tobacco lines, Pommery 4's now being quoted at 95c per pound, Sealskin 9's at 75c per pound, Sealskin bars at 75c, Trumps 8's and bars at 65c lb., Royal Mint 10's at 85c per pound. Royal Mint cut tobacco 1's and 6's are now quoted at $1 per pound, King Edward 12's is now quoted at $1 per pound and Nabob 16s at 70c per pound. Home-made catsup has been advanced, 8-oz. now selling at $1.35 per dozen, pints at $2.25 per dozen and quarts at $3 per dozen. Queen's Favorite and 1900 baking powder has been advanced 15c per pound to $2.40 per dozen. Moss Rose baking powder 24's and 28's of 16-oz. has been advanced to $2.50 per dozen, while barrels of 144/16-oz. are quoted at $2.45 per dozen. Rose Brand Label A in cases 24/12-oz. are now quoted at $2.15 per dozen and cases of 24/16-oz. are quoted at $2.40 per dozen.

Fancy Barbadoes Molasses Up 4c To 6c

Toronto.

MOLASSES, SYRUPS.—Considerably higher prices were recorded on fancy Barbadoes molasses during the week as the result of high prices being quoted by importers. An advance of 4c to 6c per pound in barrel lots was recorded, making the quotations now 90c to 92c per gallon. There is indication that prices will be firmly maintained as basis of quotation by importers for delivery in February show no recession in price. Corn syrups and cane syrups held unchanged in price. West India molasses was also in steady position at advances recorded last week.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
West India, ½ bbls., gal.	0 52	0 55
West India, 10-gal. kegs	....	0 65
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Movement Of Dried Fruit Still Light

Toronto.

DRIED FRUIT.—There is but little improvement to be noted in the dried fruit situation during the week. There is still much difficulty in obtaining cars to transport these commodities from California and other Coast states. Some cars of prunes and raisins are reported to be rolling in this direction but when they will arrive is a problem for the future to reveal. Arrivals so far have been very light, having been confined to a few cars of raisins and prunes. Shipments of dried peaches are expected to reach this market in the not distant future. Quotations on this line are likely to be high. Stocks of dried fruit in wholesalers' hands at present are comparatively light. Short supplies are interfering with sales of this commodity.

Two cars of Excelsior dates came into the local market during the week. Some dried peaches also came into the market and fancy grade in 25-lb. boxes were quoted at 19c per pound. As an indication of the shortage of dried fruit in this market it might be stated that one large importer has on order some twenty cars of raisins that should have reached this market in October but these goods have not yet left California. Some California Valencia 1916 crop raisins are being offered as low as 7½c per pound by way of clearing out stocks.

Apples, evaporated	....	0 24
Apricots, unpitted	....	0 16¾
Candied Peels, American—		
Lemon	0 29	0 35
Orange	....	0 29½
Citron	0 35	0 38
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 65	4 85
Dromedary dates, 3 doz. in case	5 25	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	....	0 17
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	....	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 14
70-80s, per lb., 25's, faced	0 12¼	0 13¼
80-90s, per lb., 25's, unfaced	0 11¾	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾
Peaches—		
Standard, 25-lb. box	....	....
Choice, 25-lb. boxes	....	....
Fancy, 25-lb. boxes	....	0 19
Raisins—		
California bleached, lb.	0 12	0 15½
Valencia, Cal.	0 07½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	....	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, screened, lb.	....	0 13½

Jams Again Show Upward Tendency

Toronto.

CANNED GOODS.—There was a movement toward higher prices in certain makes of jams during the week. L. & B. jams in 4-lb. tins are now quoted at 65c per tin and 2-lb. tins at $3.95 per dozen. In 30-lb. pails the price is 15c per pound, showing an advance of ½c per pound. Higher prices in jams follow as a result of the firm situation existing in this market and which was recently indicated in these columns. Slightly higher prices were also recorded on canned cohoe salmon, the range for 1-lb. talls having been advanced to $2.40 and $2.60 per dozen. White spring salmon is quoted at $2.25 to $2.35 per dozen for ½'s. In the American market there has been a declining tendency on canned goods, corn having declined in that market from $2 to $1.55 per dozen. This places the American article in a favorable position to be brought into this market as it could be sold under present basis of Canadian corn. This injects a measure of weakness in Canadian prices.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	3 85
Sockeye, ½s, doz.	....	2 25
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	....	3 75
Red springs, 1-lb. talls	....	3 15
White springs, ½s, dozen	2 25	2 35
Lobsters, ½-lb.. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	1 92½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45

Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Embargo Reported Lifted On Java Teas

Toronto.

TEAS.—Information was received during the week of the reported lifting of the embargo on Java teas by the Dutch Government. This embargo has been in effect for 30 days. The announcement will be received with some interest by the local tea trade as there are fairly large stocks of Java teas being held. With the possibility that no further supplies would be permitted to come to this continent for a time it seemed that existing stocks might be looked upon with greater favor. The existence of these stocks in the local market has been a factor tending to easier prices on teas. It is not expected the resumption of shipments of Java teas to America will have a depressing effect on the market as the stocks already in this market made the purchase of further supplies a matter of little interest at the present time.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 33
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Stronger Tone To Primary Coffee Market

Toronto.

COFFEE, CHICORY.—There was a firmer undertone to the coffee market during the week as a result of higher quotations that prevailed for Brazilian coffee. There has been no noticeable improvement in demand through the New York market and this factor tended to keep prices reasonably steady. Quotations for spot coffee were made on the basis of 15 to 20 points above previous quotations but no sales were recorded in the primary market at these figures. In the local market quotations held unchanged with a fairly good demand reported. Chicory is firmly held owing to the lighter deliveries that will be made by growers.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cream Of Tartar In Packages Advances

Toronto.

SPICES.—Following the strong situation in bulk cream of tartar higher prices have been recorded in package goods. On 2-oz. size the increase amounts to 10c per dozen, making the price now $1.35 dozen. On 4-oz. packages, the new price is $2.40 per dozen, an advance of 15c, and on 8-oz. tins the new price is $4.75, an advance of 25c per dozen. Other spices held in steady but firm market with demand reported fair.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	....	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test	....	....
2-oz. packages, doz.	....	1 35
4-oz. packages, doz.	....	2 40
8-oz. tins, doz.	....	4 75

Pecan Nuts Show Big Advances In Week

Toronto.

NUTS.—Considerably higher prices were recorded in pecan nuts during the week, prices now ranging from 17c to 27c per pound. Shelled walnuts have also been advanced, which makes the range of quotations now 58c to 63c per pound, representing an increase of 3c per pound fromt he lower level. Cocoanuts in sack lots of 100's were quoted from $7.90 to $8 per sack. There is a firm situation in the nut market. New crop peanuts are expected to reach the local market in the near future.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 17
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 58	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

U.S. Government Guarding Rice Supplies

Toronto.

RICE.—There is a continued strong situation in Southern rice due to the strict surveillance being exercised by the United States over export sales. There have been plenty of export orders going into the southern United States, but business has been light owing to the scanty supply of rice and the difficulty amounting almost to an impossibility to get permits for sales from the United States Government. The Government is evidently endeavoring to conserve supplies. Tapioca held in a steady position in the local market during the week. Price of rice in this market held unchanged at the advance recorded last week.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 50	12 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	9 50	11 00
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	9 50	11 50
Japans, second, per 100 lbs.		
Chinese XX, per 100 lbs.	9 00	10 00
Tapioca, per lb.	0 13½	0 15

Few Ontario Beans Were Again Quoted

Toronto.

BEANS.—A few Ontario beans were in the market during the week and were quoted at $8.40 per bushel for hand-picked. Indian beans are in the market in largest quantities at the present and prices range all the way from $5.75 to $6.75 per bushel. There is a fairly good consumption of beans now that the colder weather has started. Lima beans were in quiet market, following the permission by the Food Controller to bring stocks forward.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	8 40
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	6 75
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Cereals Still Selling Well

Toronto.

PACKAGE CEREALS.—There was a continued good demand for package cereals on the part of the retail trade. As the order stands on the books at present the wholesalers and manufactures have until December 31 to dispose of their stocks while the retailer has until January 31. There is an excellent demand for rolled oats. Package commodities such as cornstarch and laundry starches held unchanged.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Honey Continues In Firm Market Tone

Toronto.

HONEY, MAPLE SYRUP.—There is no easier condition in the honey market. Stocks are light. In 10-lb. and 30-lb. pails quotations were made on the basis of 20c per pound. In 60-lb. tins quotations were also made on the basis of 19c to 20c per pound. Buckwheat comb honey that was reported as coming into the local market last week has been cleaned out and the market is now bare of this commodity. Maple syrup held steady in price at recent quotations.

Honey—		
Clover, 5 and 10-lb. tins	0 20	0 23
60-lb. tins	0 19	0 20
Buckwheat, 60-lb. tins	0 17	0 18½
Comb, No. 1, doz.	3 00	3 50
Do., No. 2, doz.	....	2 50
Do., No. 3, doz.	....	2 25

Buckwheat, comb	....	2 40
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Do., 16 oz.	....	3 25
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	11 70
No. 2, half gal. tins, 12 to case	....	12 25
No. 3, quart tins, 24 to case	....	12 25
No. 3, quart bottles, 12 to case	....	5 50
No. 4, pint tins, 24 to case	....	7 20
No. 4, pint bottles, 24 to case	....	6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Florida Oranges Now Coming Into Market

Toronto.

FRUIT.—Some of the new crop Florida oranges reached the market during the week and were quoted from $4.50 to $5 per box. Florida tangerines were also due to reach the market and quotations were being made on the basis of $3.50 for half boxes containing 144's and 168's. For sizes 196's, 216's, 224's, and 250's the price was $3.25. A carload of Mexican oranges also reached the local market and was quoted at $3.50 per box. This was the first of this fruit to arrive this season. Box apples were in good sale, there being fairly large quantities of British Columbia and Washington State apples in the market. Some California box apples were also in evidence. California late Valencias were easier in price, due to the coming of California and Mexican oranges. California oranges were quoted from $4 to $5 per box. Grapefruit was in fairly good supply, Cuban, Florida and Jamaica all being in evidence. California pears in boxes were quoted at $3.50 to $4, a decline of 50c per box.

Apples—		
California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	5 75	7 00
Greenings, No. 1, bbl.	....	7 00
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	....	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	4 50
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	2 50	3 00
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Grapefruit—		
Jamaica, 46s, case	....	3 50
Do., 54s, case	....	3 75
Do., 64s, 96s, case	....	4 00
Do., 80s	....	4 25
Florida, 36s, 46s, case	....	4 50
Do., 54s, 64s, 80s, 96s	....	5 00
Porto Rico, 36s, 46s	....	3 50
Do., 54s, 96s	....	4 50
Oranges—		
California Late Valencias—		
96s, 100s, case	....	4 25
126s to 250s	4 50	4 75
288s, 300s	....	4 00
Florida Oranges—		
96s, 126s, 288s, case	4 50	5 00
Tangerines, 144s-168s	....	3 50
Tangerines, 196s-250s	....	3 25
Lemons, Verdillis, case	7 00	8 00
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, cs. 30-36s	....	....
Pomegranates, per box	3 50	3 75
Almeria grapes, keg	8 00	10 00
Emperor grapes, keg	5 00	5 50

British Columbia Onions Reach Market

Toronto.

VEGETABLES.—Some British Columbia onions reached the local market during the week and in 100-lb. sacks were quoted at $3.50. Sweet potatoes were again in the market at $2.50 per hamper. These potatoes are kiln dried for the purpose of making them keep to better advantage. Potatoes held in a fairly steady market. Some dealers still report a scarcity of cars to move stock from producing points. One car shipped in regular box car was reported damaged by frost during the week. For this reason shippers have to wait for refrigerator cars. Prices ranged from $2.10 to $2.25 for Ontario potatoes. New Brunswick potatoes were in the market for the first and were quoted at $2.50 per bag. Vegetables are moving slowly at present. Parsnips in bags were quoted at $1.25.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	0 15
Cauliflower, doz.	1 25	1 65
Cabbage, Canadian, barrel	....	2 00
Carrots, bag	0 75	0 85
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	4 50
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate	....	2 75
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates	....	6 00
Spanish, half crates	3 25	3 50
Do., Canadian, 75-lb.	....	2 75
B.C. onions, 100-lb. bag	....	3 50
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	2 10	2 25
Sweet, hamper	....	2 50
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	....	0 30
Parsnips, bag	....	1 25
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 28.—Business generally is said to be very good between retailers and wholesalers. The former are still holding off on cereals, and it is pretty hard to sell them, as they are doing their best to clean up themselves.

One of the chief sources of trouble just now is the difficulty in getting anything in from California on account of the car shortage. Brokers state that the situation was never so bad, explaining that the reason for this is that military trains have the preference. By the time a train from Denver gets here there has been so much military stuff put on it that other lines have to be thrown off, and in this way are delayed. The result is that local houses are short on new stocks of dried fruits; but as several lots are now on the way, it is not likely there will be any shortage for Christmas. Some idea of the lateness can be gathered from the fact that figs had not arrived at time of writing, whereas last year they were here a month ago. Instead of getting raisins at the end of November, it is claimed it will be nearer January, although, as stated above, it is expected supplies will be sufficient to take care of Christmas trade.

Difficult To Give Information On Sugar

Winnipeg.

SUGAR.—It is admitted that the sugar situation has been improving here, although very few of the refineries are shipping as yet. Some of the brokers representing Eastern refiners state that they get very little information regarding the situation. The trade generally seem to be somewhat at sea regarding the sugar situation, and nobody seems to want to predict what is likely to happen to sugar within the next few weeks. It is known that the Wallaceburg people have been shipping in here during the past week in larger quantities, and this helped to relieve the situation considerably. On the other hand, it is stated that one of the largest refineries, who have been delivering somewhat more freely than the others, have now refused to accept orders at all.

A Winnipeg wholesale house has addressed the following to their customers: "Mr. W. J. Hanna, Food Controller, has asked that we notify our customers that he has requested that we do everything in our power to discourage hoarding of sugar, and in accordance with this request we will only accept orders for sugar from retail dealers who will not sell more than one week's supply per family, except in cases where it would be impossible for the consumer to secure supplies weekly. The carrying out of this understanding is necessary for the retail dealers who desire to secure supplies of sugar.

"The present shortage of sugar is to a very large extent due to the fact that a number of consumers when they heard of an expected shortage immediately bought large quantities of this line, part of which they would not actually require for consumption for some time. The only way this hoarding can be stopped is by the retailer taking a firm stand and not giving his customers larger quantities than as above mentioned. We think that if the retailer would explain to his customers that we expect prices of sugar to be considerably lower after the first of the year it would no doubt greatly reduce the demand."

Brisk Demand For Cane And Corn Syrup

Winnipeg.

SYRUP.—The retail trade are now buying freely, both of corn and cane syrup.

NEW ORLEANS MOLASSES.	
24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28

(Continued on page 41.)

FLOUR AND CEREALS

Flour Demand Brisk; Feed Oats Higher

Montreal.

FLOUR AND FEEDS.—With the brisk demand that has characterized the local flour market for some time, prices remain firm and unchanged. All grades are selling well, and millers and jobbers alike are finding plenty to keep their staffs busy. Licenses are being asked for in large numbers in accordance with the recent order-in-council regarding the export of wheat feeds of all kinds and kindred lines, but these apparently are not available yet. Early this week the announcement was made that the Department of Agriculture would take offers of mill feeds at competitive prices. This was done owing to the fact that feeds are needed urgently in our own country, while the United States prices for mill feeds are much higher, as agreed upon by the Government. Our Government is not, however, committing itself to meet the United States prices agreed upon there, but will be governed by their own judgment as circumstances warrant. Feed oats are quoted here at 3c advance, making the price 91c.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	38 50
Shorts	40 00	44 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 91	0 92

Rolled Oats Much Higher; Cereal Movement Fair

Montreal.

CEREALS.—There has been a decided advance in the prices of rolled oats and standard and granulated oatmeal this week. This is due to the firmness in the price of oats, and when it is remembered that the Western Canada oat crop was of smaller proportions this year it is to be expected that the market will hold firm. From the West comes our main supply of oats for this commodity, for, with the splendid and superior quality of the Western oats, a better product is secured, and this is in popular demand all seasons of the year. Corn flour is in firm position, with a tendency to higher prices. General demand for cereals is very satisfactory. The price of barley is very firm, with a tendency to higher levels.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 75	7 00
Cornmeal, yellow, 98 lbs	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs	5 50	5 75
Oatmeal, granulated, 98 lbs	5 50	5 75
Peas, Canadian, boiling, bush	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 75	5 25
Whole wheat flour, 98 lbs	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	5 80

Flour Prices Expected Soon

Toronto.

FLOUR.—Millers generally are expecting that the Food Controller will announce his decision with respect to the established price on flour about Dec. 1. In some quarters it is anticipated that the heavy demand on mill feeds may cause a readjustment in the upward direction, and that should this take place slightly lower prices on flour could be looked for when the price is established. In other words, if the millers are permitted to get a better price on the by-products of flour they would be content with a less profit on flour. It is expected that the price of feed will be established at the same time as that of flour. Demand for flour continues heavy. There was little in the wheat market of unusual note at prices paid at the fixed figure of $2.21 per bushel for Manitoba wheat at Winnipeg. Prices in the local flour market held unchanged during the week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Corn Flour And Hominy Advance

Toronto.

CEREALS.—Owing to the poor condition in which the new crop corn from the United States is coming forward millers have been disposed to raise the price on corn flour, hominy grits and pearl hominy to the extent of 55c per bag of 98 pounds. The basis on these cereals is now $6.90 in five-bag lots city points and $7 per bag in five-bag lots delivered at country points. Rolled oats are in firm market, advances to $4.70 per bag and in some instances to $4.85 per bag having been recorded. Demand for this latter commodity is reported good. There is a good demand reported for barley and split peas.

	Five Bag Lots F.o.b. Mills	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$6.50-$ 7.00	$ 7.75-$ 8.00
Barley, pot, 98s	4.85- 5.00	5.00- 5.75
Cornmeal, yellow, 98s.	6.25- 6.35	6.50- 6.75
Corn flour, 98s	6.90- 7.00	....
Farina, 98s	5.75- 6.00	6.25- 6.50
Graham flour, 98s	5.40-	5.40- 5.50
Hominy grits, 98s	6.90- 7.00	....
Hominy, pearl, 98s	6.90- 7.00	....
Rolled oats, 90s	4.70- 4.85	4.40- 4.70
Oatmeal, 98s	5.35- 5.40	5.00- 5.50
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s	5.75- 6.00	6.25- 6.50
Peas, yellow, spit	9.50- 10.00	10.50- 11.50
Blue peas, lb.	....	0.10- 0.13½

Above prices give range of quotations to the retail trade.

Millers All Behind On Millfeed Orders

Toronto.

MILL FEEDS.—Millers continue to be behind in their deliveries of mill feeds, due to the heavy demand that has developed from the farming communities. Straight cars of mill feeds are being quoted in some instances at $2 premium over mixed cars. The bulk of the feed continues to go out in mixed cars. Mills are restricted to orders for thirty days by Government order. It is anticipated that the price of mill feeds will be fixed at the same time as flour prices are established by the Food Controller. Prices held unchanged during the week. In some quarters bran ranged as high as $38 and shorts to $44 in straight cars.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35-$36	$37-$38
Shorts	40- 42	42- 44
Special middlings	....	....
Feed flour, per bag	....	3.05-3.40

Rolled Oats 4.00; Cornmeal Declines

Winnipeg.

FLOUR AND CEREALS.—The price of first patents still stands at $11, and is likely to remain there, as reports are to the effect that the Imperial Government has guaranteed the price of 2.21 for wheat until next August. Millers are working under government regulations as to profit. Business is exceedingly good. Bulk rolled oats are quoted at 3.75 by everybody. Manufacturers of package oats are taking for granted that the order issued by the Government that no package under 20 lbs. will be allowed will hold good, and are governing themselves accordingly. Cornmeal was selling at 6.15 last week end, but it will not be long ere new corn will be ready for milling, and prices will be much lower. Oatmeal stands at 4.15 for 98's. Bran and shorts are $34 and $38 respectively, and are hard to procure.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	4 00
Rolled oats, pkgs., family size	....	4 75

Cornmeal, 98's		6 15
Oatmeal, 98's		4 15
Feeds—		
Bran, per ton		34 00
Shorts, per ton		38 00

MARKET REPORTS

(Continued from page 39)

5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Car Shortage Makes Dried Fruits Scarce

Winnipeg.

DRIED FRUITS.—Difficulty in getting deliveries from California on account of car shortage has caused all California products to be three to four weeks late. Stocks in Winnipeg are in many cases exhausted, which means that everybody is waiting for new stuff, and it is difficult to satisfy the trade. However, there are several lots in transit, and jobbers are not anticipating any shortage for the Christmas trade. Typical prices quoted by local houses are as follows: Lemon, 23½c; orange, 26½c; citron, 31c.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 10
80-90s, 25-lb. boxes, per lb		0 10½
50-60s, 25-lb. boxes, per lb		0 12¼
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.		0 23
Pears, choice, 10-lb. boxes, faced		0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box		2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes		0 14
Currants—		
Fresh cleaned, bulk, lb., Australian		0 23
Dates—		
Hallowee, 68-lb. boxes		0 20
Fards, box, 12 lbs.		2 30
Raisins, California—		
16 oz. fancy, seeded		0 11⅞
16 oz. choice, seeded		0 11
12 oz. fancy, seeded		0 09¼
12 oz. choice, seeded		0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's		0 11¼
3 crown, loose, 50's		0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes		0 10½
3 crown, loose, 10-lb. boxes		0 11
Figs—		
Mediterranean, 33-lb. mats		0 08¼
Peel—		
Candied lemon, boxes, lb.		0 23½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes		0 31¼

Winnipeg Jobbers Put Up Rice Quotations

Winnipeg.

RICE.—Winnipeg wholesalers have at last evened up on price owing to the fact that contracts are pretty well cleaned up, and they are all paying higher prices. There have been some small contracts placed for January-February-March shipments from Vancouver, but the trade are a little nervous at making contracts beyond that at present high prices.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08½
Choice Japan, 100-lb. bags		0 07¾
Siam, 100-lb. bags		0 07½
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

Typical Quotations On Whole Nuts

Winnipeg.

NUTS.—The following prices are being quoted by a Winnipeg house on whole and shelled nuts:

Whole Nuts—	Per lb.
Almonds, Tarragona, sacks about 110 lbs.	0 20¾
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 16½
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾
Finest Shelled Nuts—	
Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

Think $6.00 Bushel Low For White Beans

Winnipeg.

DRIED VEGETABLES.—Prices on white beans vary considerably. One jobber is quoting $6 per bushel, and prices vary from that up to $7. It is claimed by those who were selling at lower figures that as beans are due to arrive which have cost considerably less, they can afford to quote to-day at lower prices. However, they are of the opinion that $6 is a low price for beans, and that the retail trade need not be afraid to buy at this figure. Lima beans continue firm, and are bringing 17¼c in sacks.

Barley—		
Pearl, 98-lb. bags, per bag		7 75
Pearl, 49-lb. bags, per bag		3 90
Pot, 98-lb. bags, per bag		5 50
Pot, 49-lb. bags, per bag		2 80
Pot, 24-lb. bags, per bag		1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel	6 00	7 00
Peas—		
Split, 98-lb. bags, per bag		11 25
Whole, yellow, soup, 2 bu. bags, per bu.		5 00

Canned Vegetables To Be Scarce Next Spring

Winnipeg.

CANNED GOODS.—Pumpkins opened up around $4 to the retail trade. The trade are not yet sure as to what gallon apples will open up at, the price named two weeks ago being only a tentative one. Jobbers report that there is a scarcity of most lines of vegetables, which will be felt particularly next spring. There is a sufficiency for fall requirements, but no surplus, and there is bound to be a scurry for stuff early next year. Furthermore, there is no apparent source of supply from the United States market where prices are so high they are prohibitive. Salmon prices are soaring. Odd lots are being offered here at high figures, and are very quickly picked up.

Tea Firm, But No Western Changes

Winnipeg.

TEA.—The tea market is reported to be very firm, but no changes locally are announced.

Jobbers Want Margarine To Be A Success

Winnipeg.

MARGARINE.—Margarine is expected on this market within two or three weeks. A local jobber made the following statement: "There are certain regulations to go through before we can start handling this, particularly regarding securing permission from the Food Controller to handle it, also shipper's permit to export. When these are secured we shall be able to market this product. The trade as a whole realize that in the interests of the sale of margarine that the highest grade must be brought in. It is the intention of importers to do this.

B.C. And California Tomatoes Arriving

Winnipeg.

FRUIT AND VEGETABLES.—There has been a decline in Florida grapefruit of 50c, the price now is $5 per case. There are a few British Columbia and California tomatoes coming in. The British Columbia tomatoes are coming by express, and selling 4 basket crates $2.75; California tomatoes are bringing $2.50 per box of 25 lbs. There are a few Valencia onions arriving and selling at $7.50 per 140 lb. cases. Parsnips are arriving better now, and are bringing $4 per bag. Apples are a big seller to-day, and Spies are moving fast; these are selling at $3 per box for No. 1's. Oranges are moving a little better now. Lemons are firm at $9. Pumpkin and squash are nearly off the market.

Cabbage, lb.	0 03
Cauliflower, Cal., doz.	2 25
Celery, Cal., crate 100 lbs.	7 50
Potatoes	1 10
Potatoes, sweet, bbl.	7 50
Pumpkin and squash, lb.	0 04
Carrots, cwt.	2 50
Turnips, cwt.	1 50
Head lettuce, Cal., doz.	1 00
Tomatoes, Cal., box 25 lbs.	2 50
Tomatoes, B.C., 4-bkt. crate	2 75
Onions, Valencia, large case	7 50
Onions, yellow and red, cwt.	3 50
Parsley, home grown, doz.	0 40
Peppers, green, imported, bu. bkt.	2 50
Parsnips, bag	4 00
Fruits—	
Apples, Nova Scotia, bbl.	6 25
Apples, Wash. Jonathans, box	2 25
Apples, McIntosh Reds, B.C., box	2 80
Apples, Spies, No. 1, $3; No. 2, $2.75; No. 3	2 50
Apples, Wagners	2 25
Oranges, Valencias	5 50
Lemons	9 00
Bananas, lb.	0 05½
Pears, D'Anjou, crate	4 25
Pears, Winternellis	3 25
Grapes, Emperor, case	3 00
Grapefruit, Florida, case	5 00

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, B.C., Nov. 27. — In wholesale circles November is dragging to a dull close. Bull and bear rumors regarding potatoes seem to about offset each other and prices for the last fortnight show little change. Pears are few and oranges high, but apples are selling well. The threatened slump is now not likely to materialize. Prices are $2 and $2.25 per box. Oranges are $4.50 per box. Sugar and flour have shown no change in price for a fortnight. Rice is somewhat scarce but the demand has slackened slightly. The demand for beans is increasing and stocks are low. Japanese are now 15c and British Columbia 17c. Lard prices are unchanged but compound has advanced. Butter is also unaffected by the talk of margarine importations. High price has lessened the demand for fresh eggs. Storage eggs are moving more freely. Salmon is scarce and many canneries are unable to fill contracts even by using all grades.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	8 90
Flour, first p[illegible]nts, Manitoba, per bbl., in car lots	....	11 30
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 15
Beans, B.C., white	....	0 17
Potatoes, per ton	28 00	36 00
Lard, pure, in 400-lb. tierces, lb.	....	0 25½
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	....	0 75
Eggs, B.C., storage	....	0 58
Cheese, new, large, per lb.	....	0 25
Oranges, box	....	4 50
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 27.—Rolled oats have advanced $4.35, with every prospect of further advances. In the local market lye advanced $1 per case. No. 1 storage eggs are quoted at $12.50 to $14 per case. Sago and tapioca advanced to $14.50 per hundredweight. Gallon apples are quoted at $2.90 and $3 per case. Dried green peas are quoted at $11.25 per hundredweight. New pack corn has now arrived and is quoted at $5.15 and $5.25 per case. Whole cloves have advanced to 50c per pound. Smoked meats and cooked hams are ½c higher. Imported custard powders, canned shrimps, lamp chimneys, and pickles have advanced this week. Potatoes in the local market are quoted at from $35 to $38 per ton.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	4 35
Rice, Siam, cwt.	7 00	7 50
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	12 50	14 00
Tomatoes, 2½s, standard case	5 00	5 50
Corn, 2s, standard case	5 15	5 25
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 90	3 00
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 50
Salmon, pink, tall, case	8 75	9 50
Salmon, Sockeye, tall, case	....	16 00
Do., halves	....	18 00
Potatoes, per ton	35 00	38 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 27.—Eggs and butter, which have maintained high prices for several weeks, despite actual market conditions, now begin to show the influence of conditions affecting the sale of these commodities. The announcement respecting the over-supply of eggs has produced a decline of 3c. New-laids are now quoted at from 50c to 52c per dozen. Creamery butter, which is facing margarine competition, dropped 2c, and is now quoted at from 45c to 48c. In both lines heavy reductions are anticipated before long. Granulated cornmeal advanced, and is now quoted at $13.75. Cream of tartar is again higher, and is quoted at 71c to 76c. Lemons show a higher range from $8 to $9. Grapefruit is easier at from $5 to $6.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 75
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 00
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 52
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 45	0 48
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 30	0 30½
Lard, compound	0 24	0 24½
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, 2s, standard case	....	3 80
Apples, gals., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 71	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.	....	0 21
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	8 00	9 00
Oranges, California, case	5 00	6 00
Grapefruit, case	5 00	6 00

WHEAT SUBSTITUTES FOR BREAD

Even in Brazil they are making experiments with wheat substitutes for bread. At Sao Paulo all the mills are trying out corn, manioc flour, rice flour and other substances to find something that will serve in manufacture with wheat flour. Corn has been successfully used, but manioc flour seems to be the favorite substance for experiment because it is abundant and cheap. This flour is made from the root of the manioc. It has been on the market in this country as "manioca," for use in puddings. There is little difference between it and cassava; indeed they come from the same plant. The difference is one of locality rather than of quality. It is fine stuff and would make good bread material if used with wheat flour strong enough to carry it, for it is almost pure starch.

CASH SALES ONLY

The grocers and butchers of Brandon, Man., have made an agreement to sell only for cash on and after December 1. It is expected that other tradesmen will also take up the movement. Sixty-five of the leading business men of the city were present when the decision was arrived at. Addresses were given by Henry Detchen and J. W. Kelly of Winnipeg in which they declared that the matter of conducting food retail business at reduced cost was one of national defence. D. A. McKenzie of Souris and H. I. Montgomery of Deloraine also spoke, and Mayor Cater of Brandon endorsed the movement.

PRODUCE, PROVISIONS AND FISH

Leaks that May Kill the Profits

Loopholes for Waste in the Provision Department That May Make it a Drag on Business—Many Merchants Have Made it an Outstanding Department by Watching These Elements of Possible Loss.

MANY grocers are unquestionably making of their provision department one of the feature departments of their store. Not only have they built up the sales in this department, but they have made these sales show an attractive profit, a thing that not all merchants are so careful about.

Unfortunately many merchants think that this department will run itself, or at least will worry through with a minimum of attention. Well perhaps it will but it is decidedly unlikely that having done so, it will show any profit. Of course the merchant may not know that. He may be happily ignorant that it is daily losing him money, but it is doing so all right. Now there are some lines that must of necessity be sold at a minimum of profit. There are even lines that it may be the part of wisdom to handle at no profit. It is safe to say however that the provision department does not come in this category. It is a big line and should be one of the profit-builders of the store.

One of the Premier Lines

As a matter of fact, there is probably no line that the grocer handles that will repay him more handsomely than the goods in this department, but they won't do that all by themselves. This department like all others needs some careful coaxing, it needs a more or less constant supervision.

Headwork in Buying

The merchant who makes a success of this department must do so by first of all using some real headwork in the matter of buying. And it is to be remembered that there is more in the matter of buying than the mere matter of price, important as that is. The buyer may purchase at a figure well below the market quotation, and yet face a loss on that purchase if he does not take into account the preferences of his customers. To load up on what the customer does not want is the height of folly. It means either a loss or a dissatisfied patron, and it is impossible to make a business pay on either basis.

One of the first points therefore is to know just what goods the customer wants. It is a considerably simpler matter to find this out than to invent ways and means of selling that customer the goods that are not wanted, and the net result of the former method is an asset instead of a debit. The best buyer is the one who buys exactly what the customers of that particular store demand.

The Geo. F. Howell store, 523 Dundas Street, Toronto. Mr. Howell lays special stress on the provision business, and has built up a strong department in this line.

Bridging Profits

Then there is also the matter of profit. Bridging profits is one of the established customs of far too many stores. It may be possible to get enough profit in one department to make up a deficit in another, but it is poor business. It means that for some things they are charging a higher figure than they are worth, and for other goods you are not charging enough. It is of course an absolute essential that every merchant should know what his business costs him to operate, and to gauge his profits thereby, but if he persistently applies this process of bridging his losses and profits, even this precaution may not save him. He should unquestionably know what each department costs, and make each department stand on its own feet. There are but few cases where there can be any variation from the rule that every line should carry a profit, and when there is such a variation, it certainly should not be on such an important department as that of provisions.

Where Waste Creeps In

Then there is the item of waste. Even satisfactory profits may be overwhelmed by the wastes that creep into merchandizing systems. That applies to all items of business, but peculiarly so to the provision department. It is not so much that the element of profit is lacking, but that it is frittered away.

Most people are familiar with some store where on the provision end of the counter there is a sizable array of ends of ham and bacon and other meats. They stay there for a while perhaps waiting a customer until they take on an unpre possessing appearance, and are ultimately scrapped, and very possibly the merchant in figuring his profits quite fails to take into consideration these ends varying from one to two pounds in weight, and costing the merchant as much as the finest slices in the whole piece. There is one of the outstanding reasons why many merchants are failing to make this department a paying venture. The better equipment now generally in use is doing away with the last shred of an excuse for this wastage. The different meat cutting devices, properly used, are a protection against this loss; but the merchant must be behind this saving. No machine can take the place of business grey matter.

The odds and ends should not be lost. The merchant buys by the piece, and pays for rough ends as well as mellow centres. If the customer wants better treatment than that, then they should be made to pay a premium for the privilege. If however these ends are fairly divided among different customers, no one will suffer and the merchant will be protected.

Shrinkage a Means of Loss

There is just another element of waste that might be noted in this connection, and that is due perhaps to a lack of knowledge on the part of the merchant that cut bacon exposed to the influence of the air will shrink and lose weight. The influence of a new meat cutter and a spare moment may be toward an indiscriminate cutting of a large supply of bacon. This is a mistake that means an actual loss. Bacon will keep better and look better if cut when it is actually required, and in this way an item of waste may be guarded against.

These are a few of the points a knowledge of which may be made the basis for a thoroughly sound business. A failure to guard these points of possible loss may be sufficient to turn one of the profitable ends of the merchant's business into an actual drag on its prosperity.

BE LOYAL!

EAT FISH!

Attract Specials for Tuesday

Finest Niagara Whitefish, lb. 18c
Cod, steak 16c
Cod, piece 15c
Haddock 12c
Cod (whole fish) .. 12c
Halibut Steak 35c
Finnan Haddie 17c
Mackerel 20c
Salmon Trout 17c
Ciscoes 22c
Shell Oysters, Bulk Oysters and Kippers.

FRUITS

"McIntosh Red" Apples, box $3.40
Large Florida Grape Fruit, dozen $1.35

POULTRY

Roasting Chicken .. 35c
Ducklings 35c
Geese 27c
Turkeys 40c

Ask For Our List of Overseas Boxes.

F. SIMPSON & SON
734-8 YONGE ST.
Phone North 5180

A Good Type of Fish Advertisement

SOME SALMON FACTS

A Word as to the Different Names.—Where the Different Species Find Their Best Sale—Something About Canning

The Red, Blueback, Sockeye or Quinault, a small fish ranging from 4 to 12 pounds, with average about 5 pounds; flesh firm and intensely red in color.

The Quinnat, Chinook, Tyee, King or Spring salmon, the largest of all, averaging about 22 pounds, but often much heavier; flesh from pale to deep pink in color and rich in flavor.

The Coho, Medium Red or Silverside, averaging about 6 pounds in weight; flesh firm but much paler in color than the Red salmon.

The Humpback or Pink salmon, the smallest of the five, averaging about 4 pounds; flesh is pale pink and soft.

The Chum or Keta salmon, averaging about 8 pounds; flesh yellowish in color.

The Steelhead, although commercially classed as salmon, properly belongs to the trouts. As they are much sought after by the fresh fish dealers but few are canned.

These various grades of salmon appeal to very different tastes, for that reason, grades that are marketable in one section are not in demand in another. The distribution of canned salmon is about as follows:

The Quinnat, Tyee, Chinook or King salmon, principally the United States.

The Red, Blueback or Sockeye, throughout the world.

The Coho, Medium Red or Silverside, principally the United States, although of recent years it has been selling in England.

The Humpback or Pink, principally the United States; some in Australia, South and Central America and the Orient; also of recent years to England in limited numbers.

The Chum or Keta salmon, United States.

So far as possible the handling of the fresh salmon is done by machinery. Flat cans are filled by hand, the workers being supplied with gloves for this purpose twice a day.

All grades of salmon are packed in exactly the same manner.

Salmon are canned in three styles of cans, one-pound talls, one-pound flats and one-half pound flats. The shape of the can does not signify any particular grade or quality of fish.

The so-called "Sanitary" cans have no vent holes on the top. The old style process, by which a considerable quantity is still being packed, shows two soldered holes in the top. The first was for the purpose of permitting the steam and gas to escape while passing through the soldering machine, and the second was caused by the cans being vented at the end of the first cooking to permit the surplus gas, steam and water to escape. Both processes turn out an excellent product, although the former is rapidly superseding the latter, mainly for mechanical reasons.

Absolutely no foreign substance, except one-fourth ounce of fine salt to give the fish a flavor, is placed in the can.

FIXING THE SPREAD IN FISH PRICES

The Food Controller has taken the matter of fish prices in hand and has decided what profits shall be received by the different branches of the fishing industry. By this regulation the wholesaler is permitted a maximum spread of one cent over and above freight charges, the distributor shall have a maximum spread of three cents over and above rail rates.

THE MARKETS AT A GLANCE

PRIME interest in the produce and provision market centred around the shortening situation during the week. An embargo placed on the shipment of cottonseed oil by the United States Government has had the effect of shutting supplies of raw materials out of this market entirely for the time being. Stocks were light and manufacturers in some instances have soon reached the limit of their stocks. As a result some of the makers have been out of the market entirely for some days past. It is anticipated that stocks will be brought forward under license and that the matter will be righted in time. In the meantime, however, prices on shortening are firmly held. Lard is also in a firm tone, due to the good demand and comparatively high prices in the United States markets. Eggs were in weaker market with a decline recorded in certain quarters. Butter was also in weaker undertone, although no change in price was recorded. Turkeys have been reaching the market in better supply, there being evidence that producers are ready to dispose of them more readily. Prices on turkeys, geese and ducks were all slightly higher. Meats were in slower demand and prices held steady with the exception of pickled rolls, on which higher quotations were made in some quarters. Trade in produce and provisions is fair.

Live Hogs Climbing; Receipts Are Fair

Montreal.

LIVE AND DRESSED HOGS.—Live hogs have been in good demand again this week; the market is firm and quotations are 50c per cwt. higher. Receipts are very fair and the quality has been reported quite a little better. There is a good demand all round and conditions are satisfactory. The prices asked for dressed hogs are likewise higher and these are now quoted at from $25.50 to $26 per 100 lbs.

Hogs, dressed	25 50	26 00
Live	18 50	19 00
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Supplies of Lard Short Cottonseed Receipts Small

Montreal.

LARD.—There is much difficulty in securing delivery of crude cottonseed oil and this has tended to a firming of the market in lard. Dealers' stocks do not seem to be heavy and the scarcity of the refiners' cottonseed needs, due to transportation difficulties in addition to the new quotations for hogs, will keep prices firm with a tendency to higher prices in the near future.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Shortening Some Higher; And Is In Fair Demand

Montreal.

SHORTENING.—The refiners have some trouble in getting delivery of cottonseed oil and this has held back supplies of shortening. Stocks here are fairly light and there is a tendency to a firm market. Indeed there is already a firmer quotation on tierces and tubs of about half a cent per pound.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 24½
Tubs, 50 lbs.	....	0 24¾
Pails, 20 lbs., per lb.	0 23½	0 24½
Bricks, 1 lb., per lb.	0 25½	0 26¼

Poultry Deliveries Better And the Demand is Good

Montreal.

POULTRY.—With the arrival of colder weather there is a noticeable improvement in poultry receipts and this is well, as the demand has increased and will continue to be brisk during the next few weeks. Birds are in good condition, but there is a noticeable falling off in live poultry receipts and a corresponding increase in the receipts of dressed. Turkeys are coming to hand very well and are in prime condition in most instances. During the present week there is but one poultry show of importance, which will be held at Napanee. Prices remain firm. Geese are now quoted at 14c to 17c per lb. and turkeys are a shade easier.

Poultry—		Dressed
Old fowls	0 18	0 19
tened, lb.	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	0 17	0 21
Turkeys (old toms), lb.	0 24	0 27
Turkeys (young)	0 24	0 27
Geese	0 14	0 17

New Laid Eggs Sixty Cents Some Storage Stock Moves

Montreal.

EGGS.—New laid eggs are very scarce everywhere in this district and as this becomes accentuated, the prices per dozen this week and prices are from 60c to 65c as against 55c to 60c last week. It would seem that some considerable quantities of storage eggs had been shipped out, although the reports obtainable are conflicting. Canadian storage is reported large in some places, although Montreal dealers state from several quarters that these are not very heavy here. One large produce firm reports that space is promised for December export as from St. John, N.B., and Portland, Me.

Eggs—		
New-laid (specials)	0 60	0 65
Selects	0 46	0 47
No. 1's	0 42	0 43
No. 2's	....	0 40

Cheese Prices Are Firm Most Factories Now Closed

Montreal.

CHEESE. — The factories making cheese have nearly all closed for the season. It is realized that first-class cheese cannot be produced when the cows are fed, that is, unless this feed is select and little fodder used. Some cheese was sold here at a reduced price, but this was on account of its inferior quality. In Great Britain the stocks on hand are much smaller than they were a year ago, and the same condition applies here. It is to the credit of Canadian cheese makers that their product is always in favor. There is a tendency to firmness but with prices unchanged.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Quality of Butter Received Poor: Storage Stock Easier

Montreal.

BUTTER.—What butter is now being received here is of inferior quality and some is graded No. 3. For this produce men are asking 42c and 43c per lb. The demand for butter keeps fair. On the other hand it would appear that some districts are producing a better grade of winter made butter than previously, and if care be exercised there will doubtless be a better demand for it. There is a great scarcity in England and in some parts no butter is for sale, a condition rather unprecedented. There have been a few sales here, one or two of which have been at slightly lower quotations, but with a fair demand the following prices are maintained, a slightly easier price being quoted on storage creamery:

Butter—		
Creamery prints (fresh made)	0 44½	0 45½
Creamery solids (fresh made)	....	0 45
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	....	0 40
Creamery, storage, solids	....	0 45
Do., storage, prints	....	0 45½

Smoked Haddies Advanced Prices Firm Generally

Montreal.

FISH.—With weather conditions colder here, there is a bigger demand for

salt and frozen fish and a correspondingly less demand for the fresh varieties. The close of navigation will have some considerable effect on the shipments to water route points. Prices on fish shipped in from western lake points will, it is thought here, be more settled during the winter season. This, however, remains to be seen as the season progresses. Fishing on the East coast has been satisfactory, notwithstanding very unfavorable and stormy weather. Large quantities of haddock, codfish, pollock, hake, etc., will be available and also increased supplies of finnan haddies and fillets, with prices about the same as are now quoted. Some cars of frozen salmon, halibut and other fish are now en route to Montreal and the prices on these will perhaps be higher. During the summer there has been such a keen demand for fresh fish that there are few supplies available now for freezing. The short catch of sockeye has compelled the packers to buy any other varieties that they could secure to help them take care of orders in hand and demand generally. Haddies (smoked) are quoted 1c higher this week, green cod $1 bbl. higher, scallops 25c bbl. higher, gaspereaux 2c each higher while fresh frozen salmon are a trifle cheaper.

SMOKED FISH.		
Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		$12 00
Salmon (Labrador), per bbl.		23 00
Salmon (B.C. Red)		25 00
Sea Trout, red and pale, per bbl.		18 00
Green Cod, No. 1, per bbl.	15 00	16 00
Green Cod (large bbl.)	16 00	17 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		11 00
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 25
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 45
Prawns, lb.		0 30
Shrimps, lb.		0 28
Scallops		3 75
FRESH FROZEN SEA FISH.		
Halibut	22	23
Haddock, lb.	07½	8
Mackerel	..	12
Cod steak, fancy, lb.	09½	10
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH		
Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 15	0 16
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	11 00
Malpeque oysters (med.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 13
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

Lumber Trade Shows Falling

Toronto.

PROVISIONS.—With fairly good arrivals of hogs during the week, the tendency in provisions has been toward steadiness, with the exception of pickled rolls, which have shown an upward tendency to the extent of $1 per barrel in some quarters. Live hogs held in steady market, the quotations being made on the basis of $18 per hundred for fed and watered. The demand for barrel pork from the lumber camps gives evidence of petering out, as some of the large concerns report considerably less activity from that quarter during the week.

Hams—		
Medium	0 30	0 31
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 44	0 46
Bacon—		
Breakfast, per lb.	0 37	0 40
Roll, per lb.	0 28	0 31
Wiltshire (smoked), per lb.	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 29
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 45
Hams, roast, per lb.	0 43	0 50
Shoulders, roast, per lb.	0 38	0 47
Barrel Pork—		
Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	58 00
Pickled rolls, bbl., 200 lbs.	52 00	54 00
Hogs—		
Dressed, abattoir killed	25 00	26 00
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Embargo On Oils For Shortening

Toronto.

SHORTENING.—Owing to an embargo that has been placed on the shipment of cottonseed oil from the United States the supplies that ordinarily would come into the Canadian market have been shut off now for a week or ten days. This embargo has been placed by way of conserving supplies in the United States, so that strict regulation can be had over the export. It is expected that the Allies of the United States will be able to secure permits to get their usual supplies. But in the meantime until this system gets working no supplies have been coming into Canada. Prices in the local market accordingly were firmer by ¼c to ½c per pound on tierce basis ranging up to 25c per pound. There is a good demand for shortening. Some manufacturers whose supplies of cottonseed were rather low have been out of the market until such times as further supplies can come forward.

Shortening, tierces, 400 lbs., lb. 0 24 0 25
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Pure Lard Advances ½c Pound In Week

Toronto.

LARD.—The firmness in the lard market noted last week has resulted in quotations being made quite generally at 28½c per pound tierce basis. Stocks of lard are light and demand has been good. The American market is in a strong position, being some 4½c higher than the local market when the duty and freight is paid. There is a firm undertone in the lard market, which seems to hold out very little hope of lower prices in the near future.

Lard—
Pure tierces, 400 lbs., per lb. 0 28½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Undertone To Butter Market One Of Weakness

Toronto.

BUTTER.—There is an undertone of weakness to the butter market, although lower prices did not actually materialize. Commission men are of the opinion that there is not any too much butter in the country, however. There is a feeling that margarine will be tried out quite generally, as there is a lot of interest in the product. Some wholesale grocers are preparing to handle the commodity, and have arranged for a grade to sell at about 30c per pound. As to whether people will continue to give their patronage to this substitute for butter is a question that is still undecided in the minds of commission men. The whims and tastes of the consuming public are quite fickle. In the meantime butter prices in the local market held unchanged.

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.	0 43	0 45
Dairy, prints, lb.	0 35	0 40

Storage Eggs Go Down 1c Per Dozen

Toronto.

EGGS.—The weakness in storage eggs made itself more strongly evident by a decline in price of 1c per dozen in some quarters. The lower range of quotations was from 45c to 46c per dozen for storage selects and 42c to 43c for No. 1 storage. New-laids continue to be very scarce and prices took on a firmer tone, quotations having been raised to 60c and 65c per dozen. The market would seem to point toward a further weakening in the price of storage eggs, induced by the heavy stocks that are being held on this continent. There has been some space for import of eggs within recent days, and this has helped to give some buoyancy to a market that otherwise would perhaps give greater evidence of weakness.

Eggs—		
New-laids, in cartons	0 60	0 65
Storage selects, ex-cartons	0 44	0 47
Storage, No. 1, ex-cartons	0 42	0 44

Reports On Cheese Make Not Yet Made

Toronto.

CHEESE.—Although the season's make of cheese is about completed, there have been no official returns so far as to the actual production of cheese in Can-

ada during the year. The Department at Ottawa intimates that it will be some time in the future before the statistics are compiled. There is a quiet tone to the cheese market now that the factories have practically completed their operations for the season. Quotations held unchanged at the figures of last week, with a fair demand reported.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Producers More Eager To Sell Turkeys

Toronto.

POULTRY.—There was a more general disposition on the part of producers to market their turkeys during the week. The best producing sections this year appear to be in the neighborhood of Peterboro, Lindsay, Kinmount, and Fenelon Falls. Considerably better prices were paid during the week to producers, which may have had some effect in bringing the turkeys out. Quotations for live turkeys were raised from 18c to 24c, and quotations were made on the basis of 20c to 25c, the lower price being for old tom or hen turkeys and the higher price for young live birds. Quotations on dressed turkeys were advanced to 25c and 30c per pound. Chickens came into the local market in fairly good quantities, but the demand was not heavy, and local dealers took occasion to place some of the arrivals in cold storage.

Prices paid by commission men at Toronto:	Live	Dressed
Ducks	$0 13-$0 17	$0 16-$0 21
Geese	0 15-	0 18- ....
Turkeys	0 20- 0 25	0 25- 0 30
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 25
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 30- 0 35
Geese	0 17-0 19	0 20-0 23

Run Of Fresh Lake Fish Over; Frozen Now In

Toronto.

FISH, OYSTERS.—With the bad weather that has prevailed on the lakes for a week past the fishermen have been driven ashore and supplies of fresh fish have been practically nil during the week. Lake herring was expected to be plentiful this week, but fishermen reported the lake was frozen over and prevented their operations. Trout and whitefish supplies were also very limited. Wholesalers have been conserving the stock of herring to the best of their ability through freezing of these fish. One wholesaler alone in Toronto put away two carloads. Other wholesalers also took care of considerable quantities to be turned into ciscoes. Cod, with heads on, is also off the market. Herring prices were higher by 1c per pound during the week. Lower-priced oysters were cleaned out of the market, quotations now ranging from $2.75 per gallon to $3.50. Demand for oysters is fair.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 15
Haddies, fillets, per lb.	0 15	0 18
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	3 00	3 40
Acadia cod, 2-lb. blocks	4 00	4 50
Halifax shredded cod, 24s	2 00	2 20
Salt mackerel, kits 15 lbs.	2 25	2 50
Labrador salt herring, barrels	....	10 00
Do., half barrels	5 00	5 50
FRESH SEA FISH.		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 08	0 10
Cod, market, heads on, lb.	....	....
Mackerel, frozen, lb.	0 12	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, per lb.	0 07	0 08
Pike, lb.	....	0 12
Whitefish, lb.	0 13	0 15
Do., frozen, lb.	0 12½	0 13
Trout, lb., frozen	0 12	0 14
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 30	3 50
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00

Hot Weather Eggs Make Demand Less

Winnipeg.

PRODUCE AND PROVISIONS. — The run of hogs has been fairly heavy, the price, however, remaining firm. The market last week advanced from 16c to 16¾c. Provision prices also remained very firm. The market on pure and compound lard advanced half a cent and one cent respectively, this being due to the fact that the American Government has stopped the exportation of cotton seed oil. Butter—Creamery prices and dairy prices have remained unchanged, and there is very little to report. There is a good demand for creamery butter, and wholesalers seem to think it will stay around the present level. Eggs.—The situation is somewhat improved owing to the fact that ocean space has been secured for some contract orders. Although there is still a large quantity of hot weather eggs on hand, there is a tendency on the part of retailers to swing to early storage eggs, and thereby get select stock. The consuming public have had a lot to do with this; there were so many hot weather eggs going on the market, and the quality was so poor, the demand commenced to fall off, with the result that packers commenced to bring out their early storage eggs. Quotations to-day are: No. 1 candled 42c, selected eggs, 45c-47c. Cheese.—There is no change in this market.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 38
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 80
Cases, 5s	....	17 03
Cases, 3s	....	17 10
Lard, Compound—		
Tierces	....	0 23
Tubs, 50s, net	....	11 63
Pails, 20s, net	....	4 90
Fresh Eggs—		
No. 1 candled	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

B.C. Smelts At 7c; Fresh Lake Herring 12c

Winnipeg.

FISH AND POULTRY.—Frozen salmon and frozen halibut are in good supply: Fresh salmon is finished. A new arrival on the market is Pacific coast smelts, selling at 12c; these usually arrive during the winter. Another arrival is fresh lake herring at 7c; there is not a big demand for these, and as a rule they do not arrive until the lake freezes up; the mild weather has permitted the arrival of a few fresh ones. There is a fair demand for fresh killed poultry and prices are a little stronger than they were a week ago.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 09
Salmon, frozen	....	0 18
Halibut, frozen	....	0 20
Cod, frozen	....	0 10
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 17
Mackerel, frozen	....	0 14
Finnan haddie, lb.	....	0 14
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, Pacific Coast	....	0 12
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Roasting chickens, lb.	....	0 22
Fowl, lb.	....	0 19
Domestic ducks	....	0 24
Turkeys	....	0 30

ARMOUR WILL NOT ENTER RETAIL BUSINESS

At a recent meeting of the U. S. National Retail Grocers' Association a report was made regarding the rumor that retailers would soon have formidable competition from Armour and Company. The report, based on a conference with J. Ogden Armour, was made as follows:

"I am not going into the retail business. Neither will Armour and Company. There is no crying need for such a move now and if there ever is, I hope it will not come in my lifetime, for I do not intend to add the woes of retailing to the burdens of manufacturing and wholesaling.

"With reference to the rumors you speak of, I will say this: Neither Armour and Company nor myself are in any way interested in chain stores or like enterprise and as president of Armour and Company I can state that we have no intention of acquiring any such interests. There is nothing to the rumors."

Speaking into Space Causes Faulty Service

The Wrong Way

The Right Way

A common fault of many telephone users that tends towards faulty service is the habit of *speaking into space and not into the mouthpiece.*

If you speak distinctly, *directly into the mouthpiece,* the person you are talking to will have no trouble in hearing and understanding you, no matter how far away he may be.

It is impossible to overestimate the importance of *distinct and direct speaking* at the telephone. It is sure to help the service.

The Bell Telephone Co. of Canada

"Good service . . . our true intent."

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost $50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY $10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., 143-153 University Avenue

Toronto, Canada

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

WETHEY'S
Orange Marmalade
IS
WITHOUT A PEER

"One try satisfies"

ORDER IT FROM YOUR JOBBER.

J. H. WETHEY, LIMITED
St. Catharines, Ont.

It is easier to sell

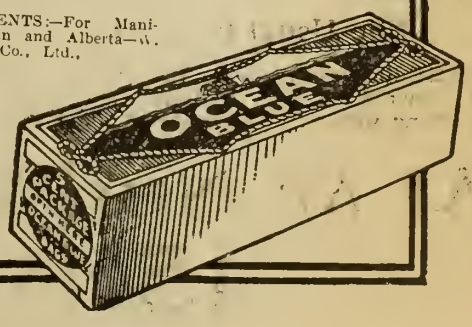
OCEAN BLUE

than not to—after the first packet.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 14-26 Wellington St. W. Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. [illegible] & Co., Ltd., Winnipeg, Regina, Saskatoon. Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

MACLEAN'S

for DECEMBER

MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—Leacock, of Course

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson—McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands 15c.

Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.

New Season Japan Teas

All grades of this year's crop have now arrived in store. We have a splendid selection to offer at prices ranging from 60c. to 23c. per lb.

Packed in 5-10-20-40-80 lb. boxes.

Siftings and Fannings in 1 lb., 3 lb. and 5 lb. packages at lowest prices.

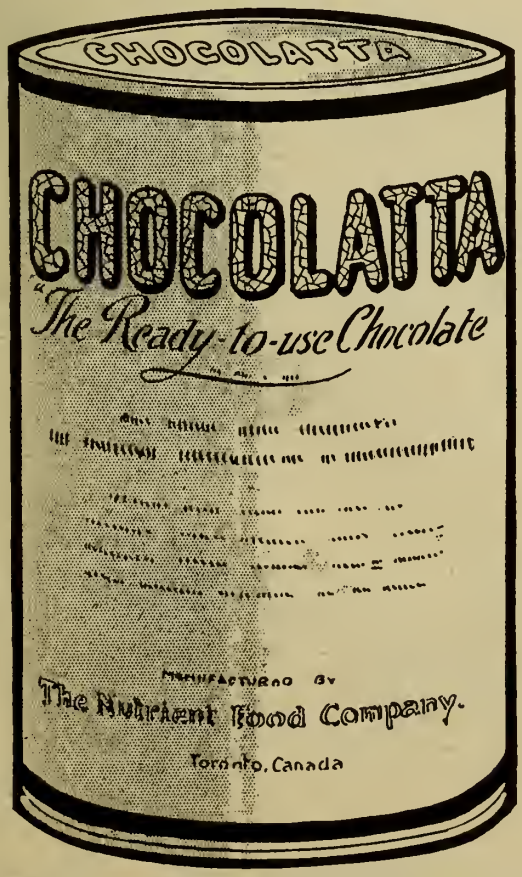
Before purchasing for your requirements drop us a postal for samples and quotations.

SATISFACTION GUARANTEED **OR** *RETURN AT OUR EXPENSE*

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS Established 1874

33 St. Peter St. WHOLESALE ONLY **Montreal**



CHOCOLATTA

is easy to sell and certain to satisfy

The goodness of Chocolatta is only equalled by its popularity.

Everywhere people to whom quality appeals are strong for Chocolatta. They find in its delicious, wholesome goodness all that they desire in the way of a really good and easily prepared food.

And Chocolatta ***is*** easily prepared. Boiling water is all that's necessary to make it ready for use—and it averages higher in actual food value than 90% of the foods eaten by your customers in every-day life.

Feature Chocolatta now during the social season. Its convenience will appeal.

The Nutrient Food Company

TORONTO, CANADA

If interested, tear out this page and keep with letters to be answered.

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now, how about you?

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Two Safe Investments

"McCASKEY" Safe Systems and Victory Bonds

McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Carefully selected fruits ripened in Nature's own way, combined with pure cane sugar, make Furnivall's Jams the most delicious and customer-pleasing on the market.

Show Furnivall's always. They're good money makers.

Furnivall's FINE FRUIT PURE JAM

FURNIVALL-NEW, Limited
Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatchewan—The H. L. Perry Co. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

HEINTZ

Canadian-American Food Products.

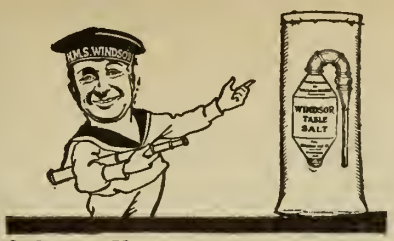
57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory. Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say: "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Overseas Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

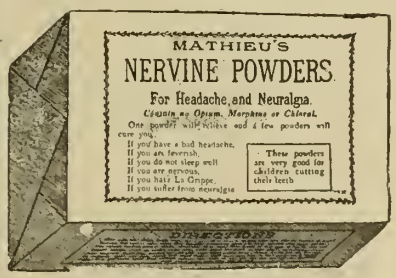
Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.


MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well
If you are nervous,
If you have La Grippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
DIRECTIONS

Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.
Proprietors
Sherbrooke - Quebec

Sell good fish

Brunswick Brand Sea Foods

are good. Their quality and goodness have long been recognized as the standard of sea food quality.

Fish is becoming more popular every day. Turn the demand to good account, help your customers conserve Canada's meat supplies by selling Brunswick Brand Sea Foods.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10-case lots
	Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac Top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops.	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain. Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Cbili and Tomato Sauce, for botel and restaurant use (gals.), $10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
7's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE.

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes,	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Get acquainted with the Bulldog family

Get your customers acquainted with them.

Nineteen "Bulldog" Cleaners—and every one a customer-pleaser.

They have been shown, advertised and sold for fifteen years and are going stronger than ever to-day.

Be one of the dealers handling "Bulldog" lines. It will pay you.

John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents:

Mowat & McGeachy, Saskatoon;
Oppenheimer Bros., Vancouver, B.C.

"How to Hire, Train and Supervise Men"

"Getting Better Results From Salesmen"

Learn how successful business men handle these important problems by reading

Management and Salesmanship

By

Hugh Chalmers, Pres. Chalmers Motor Car Co.
and
John Lee Mahin, Pres. Mahin Advertising Agency

This book is written in a clear, concise style easily understood, every paragraph a mine of good solid facts prepared by these two thinkers and workers. You cannot afford to be without this book if you have management and salesmanship problems to solve.

The price is only 50 cents. Send for your copy to-day; the supply is limited.

MacLean Publishing Co., Ltd.

Technical Book Dept.

143-153 University Ave. - Toronto

If interested, tear out this page and keep with letters to be answered.

Do You Keep Sunset Soap Dyes ?

We ask this question in your interest. If you answer "No," you are missing a generous profit on a quick-selling specialty that is a wonderful little repeater.

If your customers have to ask you this question, you are losing sales that ought to be yours, for "out of sight is out of mind" so far as most of your merchandise concerns the customer.

So, if you sell Sunset Soap Dyes, keep them on display, and make the most of their profit-earning ability. And if you are not selling them, send for a trial assortment and try them out, and you will find that your customers will readily buy these simple, practical, cleanly dyes for home use.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY
LIMITED
TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.
CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED
MONTREAL

Assorted meats, 1s, *$4.25.

Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.

Lunch Ham—1s, *$4.25; 2s, $8.

Ready Lunch Beef—1s, *$4.25; 2s, $9.

English Brawn—2s, $8.50.

Boneless Pigs' Feet—1s, $3.50.

Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.

Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.

Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.

Cambridge Sausage, 1s, $4; 2s, $8.

Boneless Pigs' Feet, ½s, $2.50; 1s, $3.50; 2s, $8.50.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.

Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2.

Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50.

Ox Tongues, glass, 1½s, $14; 2s, $17.

Mincemeat, in tins, 1s, $2.70; 3s, $3.80; 5s, $12.
In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
In Glass, 1s, $3.25.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.

Pork and Beans, Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup, $1.75.

Clark's Chateau Concentrated Soups, 13 kinds, $1.25.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.

Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.

Canadian Boiled Dinner, 1s, $2.50.

English Plum Puddings, ½s, $2.45.

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

ROYAL BAKING POWDER

Pleases Customers

Millions of families Use ROYAL exclusively and always find it satisfactory

Pays Grocers

Thousands of grocers Sell ROYAL steadily and never find it dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada ***Contains No Alum***

Send Your Order To-day For Populaire's Egg Powder

Ten cents for a dozen eggs—that is what it means to your customers.

Populaire's Egg Powder is guaranteed to give as good results as fresh eggs for all cakes, puddings, etc., and it will keep for any length of time. Full directions on each package.

WRITE US NOW

THE IMPERIAL COMPANY, REG'D.
645 St. Valier St., Quebec, P.Q.

Politics! Politics!
Nothing but Politics!

But for a clean Administration in the home sell

MATCHLESS AMMONIA POWDER

Keenleyside Oil Company
LONDON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

We are offering the best value in Rice on the Canadian market to-day.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributers in every territory. ASK THEM

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.80
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher).	.11

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs	0.10¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs	6 50
½ barrels, per 100 lbs	7 00

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads. 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virgina, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70

Just Now

New Florida { **Tangerines** / **Oranges** / **Grape Fruit**

New Nuts are here: Filberts, Almonds, Brazils and Fresh Shipment Jamaica

Cocoanuts

Apples in Boxes and Barrels. Spanish and Domestic Onions.

The Best of Everything.

Ciscoes

Fresh from our own smokehouses every morning. 15 lb. Boxes. You must try them. The cold weather is here.

Big Demand for All Classes of Fish.

We can supply every variety: **Fresh** / **Smoked** / **Salted** / **Pickled**

Also Oysters in Bulk or Shell.

WHITE & CO., LIMITED

The Wholesale Fruit and Fish House

Front and Church Sts. **Toronto**

Branch at Hamilton

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

Is Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Sterling Tomato Catsup

A Catsup combining the very utmost in good quality with a deliciousness beyond compare —a catsup without the least bit of preservative or artificial coloring—a catsup so good that first purchasers become steady buyers—such is Sterling Tomato Catsup and the margin on every sale is big enough to make displays worth while.

T. A. Lytle Co., Limited

STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this beading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

GENERAL STORE STOCK; THREE THOUSand; good business; post office in connection. W. H. Bartholomew, Vanessa, Ont.

A WELL-ESTABLISHED GENERAL BUSIness, stock and fixtures for sale, in splendid farming district in Oxford County. Good reasons for selling. Apply George Dennis, Woodstock, Ont.

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

FOR SALE—MULTIGRAPHED FORM LETters, for effective collection of slow accounts. Order just what you require of each "strength." Wording and punctuation correct. Sterling Brannen, Fredericton, New Brunswick.

FOR SALE—SEVERAL BUSHELS OF SHELled hickory nuts, walnuts and butternuts for sale. Apply to Box 160, Cayuga, Ontario.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? **There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.**

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELopes, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Make Your Own Paper Money

Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Preston PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal

WRITE TO-DAY

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montrea

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER

143-153 University Ave.
TORONTO, ONT.

The Birth of a New Beverage

TIZ-HOT

Miraculous—that's the only expression we can use when referring to the tremendous increase in the demand for Drewry's non-alcoholic beverages during the past summer months. While we attribute part credit to our aggressive advertising campaign, still we know your customers have been clamoring for these drinks because of their nutritive value, their health-imparting goodness.

This New Drink —TIZ-HOT

is prepared from fruits and herbs, and not only does it contain the nutritive and beneficial properties of our other unfermented beverages, but it has the "LIFE" and "BITE" of spirits. It is an excellent stomachic, and being a valuable aid to digestion, is the best meal-time drink. As the name implies, it is hot, and being so it will be a much-desired beverage by your customers, especially during the cold winter months.

Our new TIZ-HOT Folder gives you full information. When writing be sure to ask for prices on other lines. Don't forget the Winter Specialties. A good profit in these that should not be overlooked, and each one a steady, dependable seller. At present time we can fill your orders immediately. Let's hear from you NOW.

Winter Specialties

(Unfermented)

Cordials
Hot Toddy
Maltum Stout
Tomato Nectar
Imperial Beef Cordial
Johnston's Beef Cordial
Bovril Cordial
Ginger Stout
Oyster Cocktails
Fruit Wines
Lemon Squash
Ginger Wine
Creme de Menthe
Grapeine Squash
Grape Juice

Other Lines

Maltum
Ale
Hop Beer and Hop Stout
Ginger Beer
Tripure Water
Natura Water
Aerated Waters
Dry Ginger Ale
Dry Lemon
John Collins
Lemon Frappe
Grapeine Frappe
Grape Juice
Raspberry Vinegar
Syrups—Extra Heavy
Jersey Creme
Lemon Juice
Lime Juice Cordial
Lime Juice
Ciders
Lemon Beer

E. L. DREWRY, LIMITED, WINNIPEG

Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

Daily Capacity
27,400 Bags of 98 lbs.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, DECEMBER 7th, 1917 No. 49

Make Every Dollar Count

Successful buying means placing your orders where you will get the best value for every dollar.

WHITE STAR FINEST QUALITY

1 lb. Jars, per doz. - $2.50
Quart Sealers, per doz. - $5.25
4 lb. Tins, per tin - .75
Less 3%.

Macdonald-Chapman, Limited and their connections, have eleven Wholesale Grocery Houses covering the territory from the Great Lakes to the Pacific Coast, each one carrying a complete, up-to-date stock, and in a position to give you quick service, at carload prices, no matter where you are located. In four years, we have built up one of the largest Wholesale Grocery businesses in the Dominion of Canada, on "QUALITY GOODS AT RIGHT PRICES".

Our price lists and circulars reach you direct through the mails at the cost of a postage stamp to us. When you mail us your order, **we save you traveller's expenses, which are, at least, 3% on your order.**

Our price lists and circulars quote you rock-bottom prices for quality goods, and in addition, **we allow you at least 4% discount (off non-combine lines) for prompt 30 day payment. The fact that nearly 90% of our customers are taking advantage of this discount, shows they appreciate the big saving it means to them.**

Read our price lists and circulars. They quote you money-saving prices. Mail us your orders. You will get quality goods, quick service, and your business will be appreciated.

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers **Winnipeg**

Connections: Macdonald-Cooper, Ltd., Edmonton and Calgary. Macdonald-Crawford, Ltd., Moose Jaw, Saskatoon, Swift Current and Battleford. A. Macdonald & Co., Vancouver, Nelson, Fernie and Fort William.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

KING GEORGE'S NAVY

CHEWING TOBACCO

Will win you increased business prestige

By getting you the good-will of the men, King George's Navy will increase your prestige and your profits, too.

Get a man coming to your store for this delightful chew and you'll hold his custom right along.

Show King George's Navy now.

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Bigger Sales and Better Good-will

are the direct results of *Borden Milk* displays.

You don't need to "talk up" Borden's. Borden consumer advertising has already sold your stock. All you need is a display —just to remind your customers that you've got Borden Milk Products on hand continually.

Show your Borden stock regularly from now on. Every sale makes a satisfied customer.

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

DOMINION CANNERS LIMITED
HAMILTON, CANADA

For Nutritious Meals

Your customers will find Simcoe Pork and Beans an excellent substitue for meat on Tuesdays and Fridays. A serving contains as much food value as most meats. Make this suggestion to them and boost your sales of

SIMCOE BRAND
PORK and BEANS
(WITH TOMATO SAUCE)
Every Can Sells Another.

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. *Clark's* **MONTREAL**

JAPAN TEA
Japan has demonstrated to the world that she is capable of great things in world politics, economics and industry. One of her greatest industrial accomplishments has been the development of tea growing. The tea business is now one of the greatest industries of that land.
Japan Tea occupies a unique position in the Tea Marts of the world. It is unequalled for delicacy of flavor, exquisite bouquet and stimulating qualities—hence it is preferred by connoisseurs.
YOUR dealer sells it. Ask HIM. 3
The Japanese Government prohibits adulteration and coloring of Tea.

Feature Advertised Quality

Make your tea department a better paying proposition by pushing the delicious, wholesome, customer-pleasing JAPAN TEA.

Take advantage of our consumer publicity campaign which is attracting new business to grocers featuring this popular product of Japan.

Your wholesaler can supply you. Call him up to-day—now, while you remember it.

A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

(1) Good goods at the right prices.
(2) Courteous treatment.
(3) Prompt service.

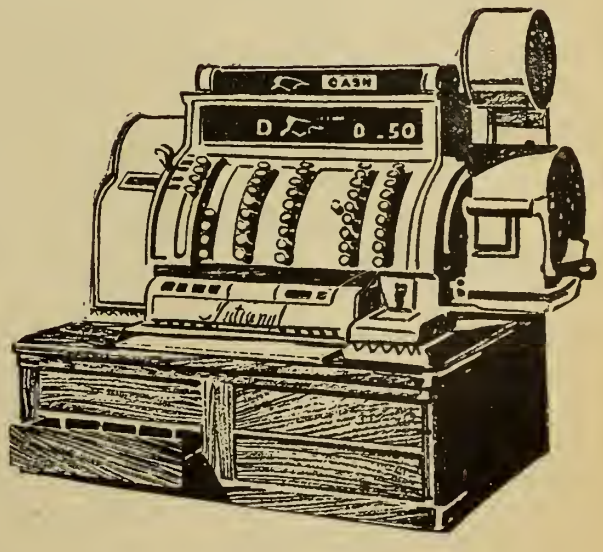
Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.



The National Cash Register Company of Canada, Limited

350 Christie Street Toronto, Ont.

Are you pushing these three trade-getters

Three Condensed Milk and Coffee lines that have proven their selling merits wherever displayed.

Malcolm Made-in-Canada Milk Products are good lines to feature at any time but particularly during the social season when their wonderful convenience and utility are additional points in their favor.

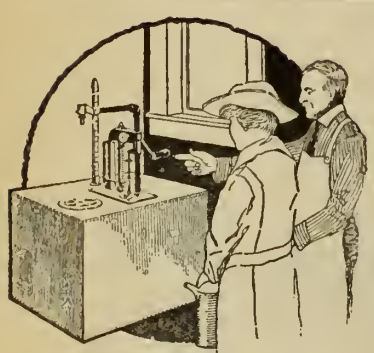
Keep your stock well up.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The only all Canadian Condensed Milk Co. in Canada



Point With Pride To Your Oil Room

you like to enter and have your customers observe.

With the Bowser, the oil room is no longer a place to be avoided: oil sales increase and the wants of your customers are attended to quickly and accurately.

The Bowser keeps oil in perfect condition: discharges an accurate gallon, half-gallon or quart at a stroke, direct to customer's can: no spilling, dripping, splashing or waste. Is built for any capacity.

BOWSER ESTABLISHED 1885

Oil Storage Systems

Contrast the shabby, ill-smelling oil room with the room equipped with the Bowser Oil Storage System, where all is cleanliness and order; a place

S. F. Bowser & Co., Inc. TORONTO ONTARIO

Sales Offices in All Centres Representatives Everywhere

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

These Are Really Your Advertisements

Above are represented three of a series of standard magazine page advertisements now appearing for

EGGO BAKING POWDER

In current issues of

MacLean's Magazine

and other leading National Mediums.

Don't miss *your* share of the sales this advertising is creating. It is really *your* advertising provided you link up your store with it by stocking Eggo Baking Powder and featuring it prominently in your window and counter displays.

Canadian Women Are Asking For EGGO

Through our extensive campaign of advertising in these nationally-read mediums covering every corner of Canada, the women in your community are learning of the advantages of using Eggo Baking Powder. They are learning what it is—what it does—and they are going forth to buy. But whether they go into your store or not depends upon what you are doing while the advertising is being read.

Now that the demand for Eggo is fully established it is purely to your advantage to let your customers know that you have it. Eggo advertising, backed by Eggo quality, is your guarantee of satisfactory sales; and they all mean extra profits for you.

Order from your Jobber or from our Salesman.

EGGO BAKING POWDER CO., LIMITED

HAMILTON, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.
Grocery Brokers
Manufacturers' Agents
WINNIPEG

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding

This Space is Yours For $2.50 On Yearly Order

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers
During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.
205 CURRY BUILDING
WINNIPEG

There's big money in the Western Market

And you can secure your proper share by having your product represented by a firm of established reputation.

We've got a splendid selling organization and twelve of our men are continually calling on the wholesale and retail trade throughout the West. Nine of them are doing retail work.

If you're looking for good results, connect with us now.

Scott-Bathgate Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents
149 Notre Dame Ave. E., Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS AND BROKERS
DISTRIBUTION AND SERVICE FROM COAST TO COAST.

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

OFFER
2 cars Tomatoes, 2½s
1 car Gallon Apples
Attractive Prices.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

When writing to advertisers kindly mention this paper.

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

The FOOD CONTROLLER advocates
ECONOMY
We interpret this as meaning, Buy from
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

There is an Information blank on page 28. Use it

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate

Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

Keep Your Eye on Raisins

SUN-MAID Raisins are being advertised more than ever before. More people are buying raisins. Our compelling arguments on the high food value of delicious Sun-Maid Raisins are getting big results. In these days of high prices of other foods, people are learning that raisins help them save on butter, wheat, sugar and meat.

Always something new to help you sell more Sun-Maid Raisins

Keep up your stock of all varieties of Sun-Maid Raisins More and more women are using them because of our wide advertising. Keep your eye on Sun-Maid Raisins. Three varieties: *Seeded*—seeds removed; *Seedless*—grown without seeds; *Clusters*—on the stem.

Your Own Advertising Tie-up

Send for dates of our magazine advertising so you can put in Sun-Maid Raisin displays and get direct results from our ads.

California Associated Raisin Co.
8,000 Growers
FRESNO, CAL.

ARE YOU SELLING IT?

MECHANICS HAND CLEANER is really a leader. Big profits for you and sells for 10c. Write for prices and information on our full line of Toilet Soaps.

THE FRENCH SOAP CO.

1613 NOTRE DAME ST. EAST - - MONTREAL, P.Q.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Bowes TRADE MARK PEANUT BUTTER

A PRODUCT THAT YOUR CUSTOMERS KNOW AND LIKE.

A FOOD OF PROVEN VALUE AND ECONOMY.

SELL IT.

Everywhere in Canada They are Using More Keating's

Keating's Insect Powder is known throughout the civilized world as a sure and effective insecticide. It is fatal only to insect life. It is harmless to animal or human life.

Within the past eighteen months the sales of Keating's Powder to the Canadian public has increased five fold. While some of this increase is traceable to the purchases made by soldiers in camp, for their bodily comfort, there has also been a general increase for household purposes.

Keep your stock of Keating's well filled. You will find it in steady and growing demand.

Sole Agents for Canada
Harold F. Ritchie & Co., Limited
10-12-14 McCaul Street
Toronto

KEATING'S
KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS
POWDER

Send Your Order To-day For Populaire's Egg Powder

Ten cents for a dozen eggs—that is what it means to your customers.

Populaire's Egg Powder is guaranteed to give as good results as fresh eggs for all cakes, puddings, etc., and it will keep for any length of time. Full directions on each package.

WRITE US NOW

THE IMPERIAL COMPANY, REG'D.
645 St. Valier St., Quebec, P.Q.

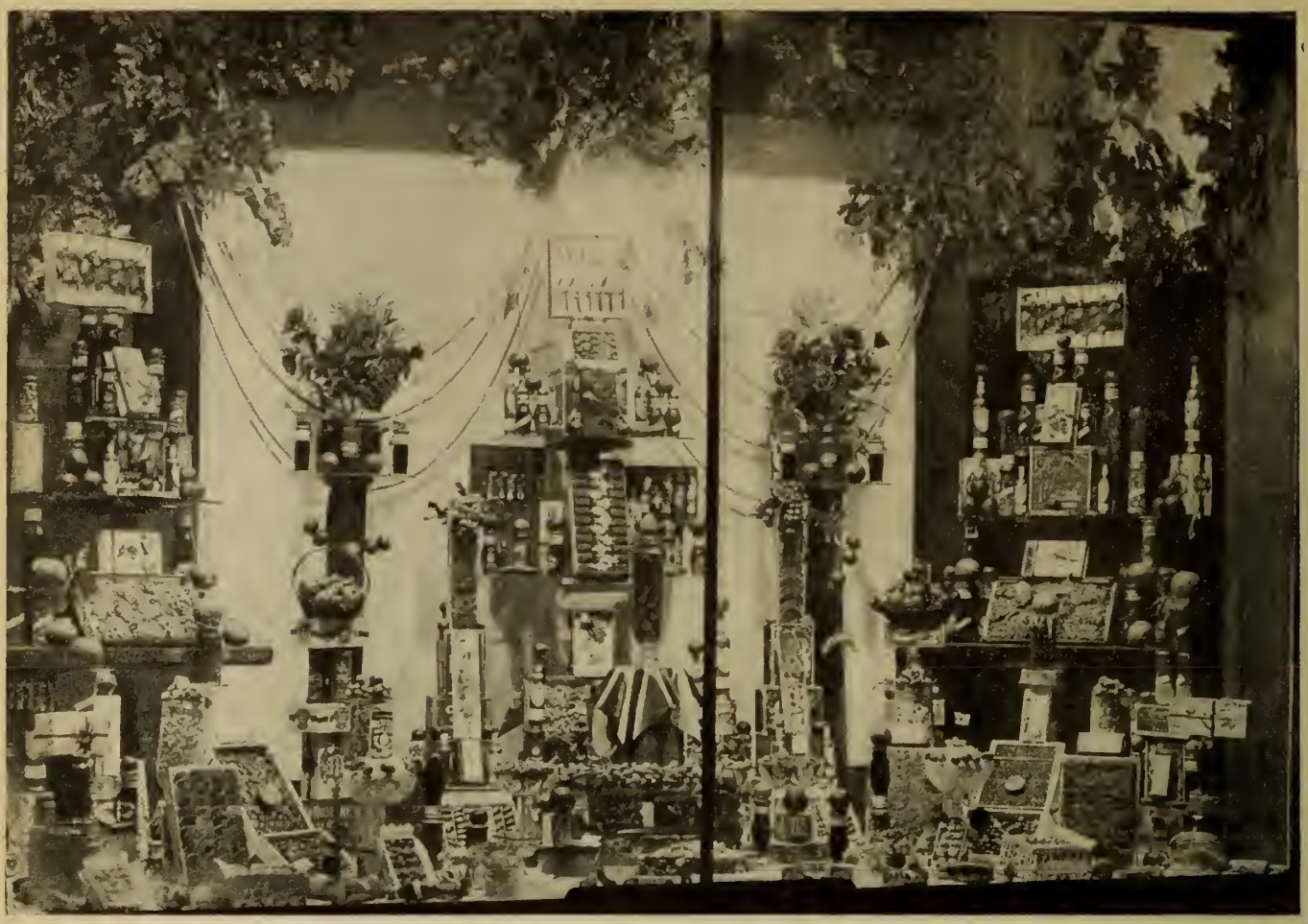
Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



AN EFFECTIVE HANDLING OF CHRISTMAS GOODS.

The Christmas Window Contest

NOW is the time to be considering the matter of this Christmas window display. You will be decorating these windows anyway, why not put a little extra effort into it and enter them in this Christmas contest. That little extra effort will mean extra sales anyway, and so the effort is not wasted.

YOUR store windows are, bar none, the best selling agent that you have. You can sell the people who enter your store, but your windows sell the hundreds of people who merely pass by. That is, they sell them if the windows are a selling force.

THAT then is the idea of these contests, to bring out the best that there is in your window dressers. The contest is judged on a basis of selling power, attractiveness and novelty. It closes Jan. 4, 1918. Get your photo in promptly.

THE PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

STOP THE WASTE!

ALL STEEL CLIMAX FIREPROOF Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

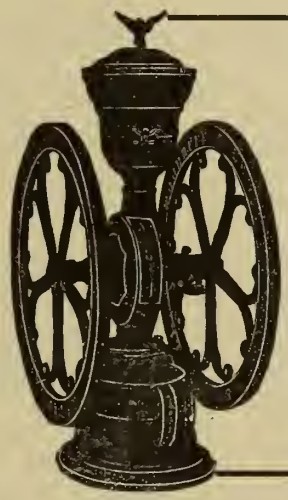
BOX SHOOKS

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL



Prices May Advance

as

Labor and Material are getting scarcer.

NOW

is the time to buy your ELGIN NATIONAL COFFEE MILL. Ask your jobber for Catalogue No. 24-C, or write us direct.

WOODRUFF & EDWARDS CO.
ELGIN, ILLINOIS

Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Don't Spill the Beans!

All of us once in a while "spill the beans." But an old-fashioned grocer "spills the beans"—and other commodities—nearly as often as he waits on a customer.

This is because his goods are so located that he has to travel back and forth from boxes, barrels and bags to his scale, and there is consequently, spillage and waste.

Then there's the "spillage" of clerks. They are even worse than the "boss." They "spill" extra profits into the scale—rather than go to the trouble of crossing the floor to return "extra weight" to its place.

But why any spillage when it all can be stopped by installing a spill preventer—a Sherer up-to-date counter?

A

SHERER COUNTER

has all its goods handy. It saves waste on 31 articles. Each article is in close-to-the-scale, tight-fitting, glass-front drawers. The Sherer is a wonderful saver!

It's not only a saver of waste and of spillage, but of time and of money! It's also a saver of health, for it keeps things clean, pure, and fresh.

Ask grocers who own them. Then ask us for details. Send for our Booklet AC. Test out a counter. Then you will KNOW.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario

PATENTED

DON'T FORGET

THE CHRISTMAS WINDOW CONTEST

Send All Your Photos NOW

THE

Hospital for Sick Children

College St, Toronto

ITS CHRISTMAS MESSAGE

Dear Mr. Editor:--

Thanks for your kindness in allowing me the privilege of appealing to your readers this Christmas time on behalf of the Hospital for Sick Children, the "Sweetest of all Charities," which has as its mission the care of the helpless, the sick, the crippled and the deformed.

There never was a year in the history of the Hospital when funds to carry on the work were more needed than now.

Your purse is the Hospital's Hope. Your money lights the candles of mercy on the Christmas trees of health that the Hospital plants along the troubled roadway of many a little life.

So I am asking you for aid, for the open purse of the Hospital's friend is the hope of the Hospital at Christmas, just as the open door of the Hospital's mercy is the hope of the little children throughout the year.

Calls on generous hearts are many in these times. Calls on the Hospital are many at all times, and especially when food and fuel and drugs and service costs are soaring high. YOU know the high cost of living. Do you know the high cost of healing—of helping the helpless to happiness? What you do to assist is the best investment you will ever make.

Do you realize what this charity is doing for sick children, not only of Toronto, but for all Ontario, for out of a total of 3,740 in-patients last year 646 came from 254 places outside of Toronto. The field of the Hospital's service covers the entire Province—from the Ottawa to the far-off Kenora—from the borders of the Great Lakes to the farthest northerly district.

The Hospital is doing a marvellous work. If you could see the children with crippled limbs, club feet, and other deformities, who have left the Hospital with straightened limbs and perfect correction, your response to our appeal would be instant. In the Orthopedic Departments last year a total of 330 in-patients were treated; and in the Out-Patient Department there were 1,946 attendances.

Let your money and the Hospital's mercy lift the burden of misery that curses the lives, cripples the limbs and saddens the mothers of the suffering little children.

Money mobilizes the powers of help and healing for the Hospital's drive day and night against the trenches where disease and pain and death assail the lives of the little ones.

Remember that every dollar given to the Hospital is a dollar subscribed to the Liberty Loan that opens the prisons of pain and the Bastilles of disease, and sets little children free to breathe the pure air, and to rejoice in the mercy of God's sunlight.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees.

You can guarantee it

Every leaf in the Red Rose Tea package is—

Pure,
fresh,
clean,
full flavor,
full strength.

We guarantee it. You, in turn, can guarantee it to your customers.

When offered a *bargain* in tea get a sample of it first and test it, as owing to the scarcity of tea a lot of stuff is going around that is very poor, and China Congous are being mixed in with other teas to cheapen them.

The honest opinion of any tea expert will be that the quality of Red Rose has been strictly maintained through all these market changes. Surely a safe tea to hand out to your customers.

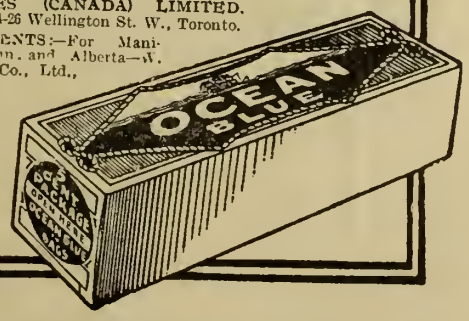
"Out of sight" sometimes means out of mind.
Are you showing

OCEAN BLUE?

It is surprising how much trade is attracted by the bright 5c. packets of Ocean Blue. Put it in your window and

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 & 6 Jones Block, 407 Hastings Street W.



CENTURY SALT

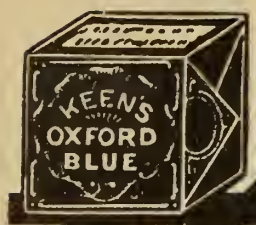
—a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT C° LIMITED
SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

A Keen's Blue display on your counter, window or shelf will be the connecting link between your store and the wide demand for this "Blue of Blues."

Everybody knows Keen's Oxford Blue. Good grocers everywhere are selling it and winning good profit and better customer satisfaction thereby.

Never be without a display of Keen's. Begin featuring it to-day and keep it up. Write us for a special display show card.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL **30 Church Street, TORONTO**

Sunsweet Prunes and Apricots—

the advertised BRAND that sells.

Let the people know you sell

Sunsweet

California's *"Nature Flavored"*

Prunes and Apricots —the quality brand that is being popularized by widespread advertising and publicity.

In addition to being the quality brand, the inspected brand and the guaranteed brand, SUNSWEET Prunes and Apricots are the national brand.

Link your store to SUNSWEET and get a bigger and better business.

SUNSWEET Prunes and Apricots are a wonderful fruit food—and a cheap food. They are packed in all desirable sizes. The price to the trade is guaranteed.

Get in touch with your jobber now. Order SUNSWEET. If he hasn't them, write us. Valuable dealer helps and other advertising matter sent on request.

California Prune and Apricot Growers, Inc.

SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, DECEMBER 7, 1917 No. 49

Package Embargo Will Go by the Board

Some Licenses Already Granted—Licensing Committee Advises That Licenses be Granted to all Applicants to Manufacture and Pack in Such Forms as They See Fit—Prices Must be Subject to Approval of the Food Controller.

AFTER some weeks of uncertainty it becomes comparatively certain that the package goods embargo, at least in the stringent form in which it was first introduced, will never become effective.

The practically unbroken wave of opposition that has burst upon the Food Controller from every imaginable source appears to have convinced him that he is not voicing the opinion of the public in doing away with the package article. When a CANADIAN GROCER representative interviewed one of the chiefs of the Food Department staff early this week, he was informed that the Food Department had nothing to say with regard to the matter beyond the fact that the report of the licensing committee was in the hands of the Food Controller and was being carefully considered.

Suggestion of Licensing Committee

CANADIAN GROCER, however, has beeen able to get authoritative information as to actual findings of the licensing committee. The committee recommends the licensing of all manufacturers, the said manufacturers to be permitted to put up their products in any size that they may desire, the only restrictions suggested being that the name and address of the manufacturer, the quantity of the cereal in the package and the date at which it was packed be marked plainly on the package.

The price from manufacturer to wholesaler to retailer of any product must be satisfactory to the Food Controller. There is no suggestion of a set price in this regard, but merely an indication that the Food Controller will see to it that the prices of any commodity are not exorbitant.

These in rough form are the suggestions of the Food Controller's committee on licensing cereal food manufacturers.

There is nothing in these suggestions at which there is likely to be any great division of opinion. The question of putting the weight on packages is generally opposed by the trade, as is also the dating of packages, but these are minor matters and are not at all likely to cause any discussion.

It has been known for some time past that the licensing committee had sent a report to the Food Controller, and that its general terms were favorable to the trade. This is the first indication, however, as to the actual terms of this report. There has been some uncertainty too as to whether the Food Controller would look with a favorable eye upon this report. As a matter of fact, however, there is every reason to believe that the conditions suggested in the report will go through without a hitch. As CANADIAN GROCER goes to press there is corroborative evidence available. The White Swan Spices & Cereals, Ltd., Toronto, have received a reply to a communication from them, stating that their application for license has been approved. CANADIAN GROCER is also able to state that the Battle Creek Toasted Corn Flake Co. of London, and the Kellogg Cereals Co., Toronto, have also been granted licenses to operate on basis existing prior to passage of package goods order in council. Granting of these licenses adds color to probability that licenses will be generally granted.

Every indication points to the fact that the Food Controller is coming to a more reasonable attitude in the matter of food legislation; where formerly he showed an inclination to ignore the trade entirely in any suggested legislation, he has of late shown an inclination to get on a better footing of understanding with the trade interests, and to take advantage of their experience in formulating any legislation relative to food matters.

Committee of Retailers Appointed

In response to an appeal that the retail merchants of Canada should be heard before any drastic regulations were imposed the Food Controller has appointed an advisory committee of retailers who may be called on for advice on any point. In the nature of the case such a committee must be within call of the Food Control Department, and as a result of this fact this committee has been chosen from the ranks of the Ottawa grocers.

Another indication that the Food Controller is adopting a more reasonable attitude is that he has called to his assistance a committee of wholesalers to assist him.

Wholesalers' Committee Assists Food Controller

This committee is representative of the trade from coast to coast and is composed of Z. Hebert, Montreal; Hugh Blain, Toronto; H. C. Beckett, Hamilton; H. Bruce Gordon, Winnipeg; R. Kelly, Vancouver, and P. B. Tustin of Winnipeg, of the Food Controller's staff.

Just what the duties of this committee are to be is not known at the moment though it is believed that they have been called to meet in Ottawa on Thursday of this week, to discuss some matters arising out of the licensing of the different manufacturers, and very possibly to go into the matter of the conditions of marking and dating suggested by the licensing committee as well as possibly taking up the matter of price regulations on these goods. Whatever the duties of these committees may be it is an encouraging fact that the Food Controller is turning to the members of the grocery trade in considering legislation bearing on food and food distribution.

NO TRUTH IN THIS STATEMENT

It has been brought to the attention of CANADIAN GROCER that a man reporting himself to be authorized by the Food Department at Ottawa has been visiting some stores in Toronto, and urging them to dispose of all package goods, not only cereals, but teas, coffees, and a variety of other goods, stating that the Food Controller was going to definitely ban all package foods within a very short time. Just what the object of this party may be it is impossible to say. It is sufficient to state, however, that there is absolutely not a shadow of truth in this contention,

FOOD CONTROLLER'S DENIAL

From Our Special Correspondent

Ottawa, Dec. 5.—The Food Controller vigorously denies that there is any person authorized to advise against stocking package goods or tea. He is anxious to have the party so representing himself located and reported to the authorities.

FOR SOLDIERS' BOXES

THIS is a window featured by the McLean Grocery Co., Moose Jaw. It was dressed and photographed by Harold Crone of that store. The central attraction of the window was a Ferris wheel. This wheel was driven by a motor out of sight, and at a slow pace so that the card suggestions displayed on the wheel would have their full effect. Among the goods suggested were meat extract cubes, shaving soap, cigarettes, toffee, boxes of gum, canned coffee and milk, boxes of biscuits and chocolates and similar lines.

The two large cards were headed "Suggestions for Soldiers' Parcels" and "The Boys are Looking for their Parcels from McLeans'." The window was timed to catch the trade for overseas presents, and proved wonderfully effective in stimulating this trade.

Million and a Half Boxes of Tin Needed

Canada's Requirements Will Reach This Great Total to Meet Minimum Requirements—It is Hoped That Present Shortage May Shortly be Relieved—Extensive Regulation Likely.

So much has been said regarding the tin plate troubles of late that there is a general wearying among the trade as well as among manufacturers. That we may keep our readers well informed, however, the following summary of recent developments may be interesting.

The Food Controller's office has recently issued a set of questions asking the manufacturers of food and other containers to state what their consumption of tin plates has been for the past years of 1914-15, '16 and 1917, part of the latter year being of course only estimated. This questionnaire was sent out that facts might be obtained as to the exact purposes for which tin was used for containers, and specific information was to be submitted showing how much tin was used for making tobacco, grease, chemical, drug, oil, paint, varnish and any other canned goods containers.

On Nov. 13, in accordance with arrangements previously made, a meeting was convened in the Food Controller's office, Ottawa, when representatives of the various paint, packing and other can and packing companies met and discussed with Deputy Minister F. C. T. O'Hara the situation as it stood, from various angles. This committee appointed at an adjourned meeting a smaller committee, composed of T. N. Anderson, of the American Can Co., Hamilton; Fred R. Whittall, of the A. R. Whittall Can Co., Montreal, and F. S. Corrigan of Sheet Metal Products Co. of Toronto, with instructions to proceed to Washington where it was proposed to interview the department there with reference to supplies wanted for Canada.

Mr. O'Hara was present when these men discussed the matters left with them for consideration and dissuaded them from their intention to visit Washington, relating his own experiences and from these he felt that they would be as well to communicate with Washington by wire. This they agreed to do. The minimum requirements for Canada in 1918 were estimated to be 1,500,000 boxes. In the messages sent to Washington the United States department was asked as to the definite method to be followed in submitting applications for tin plate, as all plates coming to Canada, of course, come from there.

It is clearly defined that manufacturers in estimating their needs are to state them clearly and conservatively, as any attempt to over-estimate will be detrimental. The department at Washington is using great care that all supplies are sent out carefully and are also well distributed. A joint form of questionnaire has been agreed upon as between the Canadian and United States food control departments. It is confidently hoped now that in a comparatively short time the present serious shortage may be at least somewhat relieved.

MARGARINE AT LAST

After waiting since the first of November, when the initial law permitting the introduction and sale of margarine in Canada was passed, the law has at last been made effective by the granting of licenses to some 300 applicants. The licenses issued by the Veterinary Director-General become effective on Monday, Dec. 10. This delay is to provide a uniform license date throughout the whole country, so that no one section will have any advantage over another. As many firms have had shipments arranged for as far as a month back, and these are at present awaiting their order, there is every reason to believe that the product will be on sale practically on the heels of the new licensing order.

NO CHRISTMAS PARCELS FOR CIVILIANS

No Parcels for Civilians Will Be Given Entry. Parcels Addressed to Soldiers of C.E.F. Will However Be Delivered if of Regulation Size

There is a good deal of doubt as to what kind of parcels are permitted entry into Britain under the food legislation existing there. Much uncertainty has been prevalent as to whether such articles—sugar, tea, coffee, boots, wearing apparel and other articles would be admitted into the United Kingdom. A recent cable from the Canadian High Commissioner makes this matter quite plain. It is to the effect that no parcels addressed to civilians in the United Kingdom will be permitted to enter. Parcels to the soldiers of the Canadian Expeditionary Force will, however, be be permitted, providing they do not exceed the regulation weight and size. There is no regulation as to the contents of these packages.

Saving Billions for Uncle Sam

How Committees of Business Men Have Made Great Savings in the Purchase of War Supplies for the U.S. Government—All Contracts Supervised by Experts.

By a Staff Representative at Washington.

WASHINGTON, D.C.—At the corner of 18th and D Streets is a lon, low building, with innumerable wings and a general air of intense activity. At any hour of the day the curb is crowded with motor cars of all descriptions, and there is a constant flood of people pouring in and out the main entrance. It stands on a corner of the extensive park system, behind the White House, and the activity which prevails appears a little strange in this usually quiet corner of the capital city.

This is the headquarters of the Advisory Commission of the Council of National Defence. The building is a temporary one, erected in 50 days (as already told) in order to save on office rent. When the war is over it will be torn down and the park around will regain its wonted air of calm composure. In the meantime this building is about the most interesting corner of Washington. Certainly it houses one of the most extraordinary organizations the continent of America has ever seen.

When you get inside, an elderly gentleman takes your card and courteously turns you over to a messenger. He is affable, efficient and extremely busy, and it is interesting to know that he is a retired wholesaler of comfortable means. He has found a way of "doing his bit," and he works steadily from 9 to 5. At various parts of the building are found barricades with ante-rooms for waiting visitors, and other affable old gentlemen are there to see that you are attended to promptly. They may have been bank presidents in their active business days. They also are doing their bit.

The building is made up of small offices with beaver board partitions, and in each office sits a man hard at work on some phase of national organization. All these men have fitted themselves as units in the organization and are cheerfully accepting the unusual conditions entailed. In their own businesses they sit behind mahogany desks, with batteries of secretaries to protect and assist them, for practically every one is or has been the head of some well known business concern. Some of them are giving their whole time at Washington. Others come down for three or four hours a day. All work without a cent of remunera tion, and in order to do this many have given up $50,000 salaries.

There are several thousand connected with the organization altogether and only 80 are paid, practically all of the salaried employees being stenographers and clerks.

The most astonishing feature is the discipline that prevails. Bear in mind that each of these men has been the head of some big concern or other, and possesses the matured judgment necessary to perform executive work. Break in on any one of them, however, with a request for information and he will refer you politely to the head of his committee and the chairman in turn will refer you to Grosvenor Clarkson, the secretary of the Commission. Mr. Clarkson is a young man who typifies accurately the popular conception of the American super-business man. He is quick at decisions, dynamic, has his work at his finger tips, knows everything that is going on. Generally he will tell you what you want to know, for the haze of mystery that most Government officials like to wrap about them has been discarded here. Business men are accustomed to working in the open.

The Germ of the Idea

It is impossible to definitely fix the credit for the formation of this extraordinarily useful body. That the idea originated long before the United States entered the war is certain, however. The Chamber of Commerce of the U. S. A. had long been agitating for this. The Chamber is a national organization made up of Boards of Trade and Chambers of Commerce and trade organizations of all kinds—manufacturers, wholesalers and retailers. Its membership runs close to the half million mark, and it, therefore, represents in a national way, and a very thorough way, the business men of the country. The Chamber of Commerce was early in the field with an agitation for national defence measures and for the co-ordination of Government with business. On April 8, 1916, a questionnaire was sent out to all members on several vital points and very decided verdicts were secured. The vote, by organizations, went 911 to 45 in favor of National Preparedness and 924 to 46 in favor of the formation of an Advisory Commission of business men.

Unquestionably the unanimity with which the business men of the United States demanded national preparedness had much to do with the legislation which shortly afterward came before Congress. In June, 1916, the Army Appropriation Bill contained a provision for the formation of the Council of National Defence, made up of six members of the Wilson Cabinet, and for an Advisory Commission to be made up of seven prominent business men. It was not until early in 1917, however, that the organization was actually completed and the work started. It needed the impetus of American participation to start the wheels to turning.

About one thousand business men in all were brought into service. Committees and sub-committees were appointed, until it was felt that each essential branch of industry had been covered. The work of these committees was, briefly, to organize the industries, to gather complete information, to advise the Government in the matter of war orders, to improve specifications, to assist in releasing men for service.

The Results Achieved

A summary of what the committees actually accomplished is shown elsewhere. This summary is, after all, a colorless statement to cover the tremendous work that was done, the miracles of organization that were consummated. It indicates, however, that the achievements of this voluntary body were considerable.

Perhaps the most tangible result was the economy effected in the purchase of war materials. It has been an accepted principle always and everywhere that any private person or corporation selling anything to a government is entitled to gouge that government unmercifully. The tendency has been aggravated by our system of party government and the accompanying evil of party patronage. Where government orders go to party supporters there is redoubled chance for profiteering. Certainly governments have always had to pay twice over and the people have footed the bills generally without a murmur.

The Advisory Commission decided that the time had come to stop all this. Instead of paying fancy prices for everything, the government was going to insist on rock bottom prices. Profits enhanced by war conditions were going to be squeezed out.

They met one day to get this principle imbedded and to decide on a line of campaign. The Commission is composed as follows: Daniel Willard, transportation and communication (president Baltimore & Ohio Railroad), chairman.

Howard E. Coffin, munitions and manufacturing, including standardization and industrial relations; vice-president Hudson Motor Co.

Julius Rosenwald, supplies (including clothing), etc.; president Sears, Roebuck & Co.

Bernard M. Baruch, raw materials, minerals, and metals; banker.

Dr. Hollis Godfrey, engineering and education; president Drexel Institute.

Samuel Gompers, labor, including conservation of health and welfare of workers; president American Federation of Labor.

Dr. Franklin Martin, medicine and surgery, including general sanitation; secretary General American College of Surgeons, Chicago.

A Precedent Needed

They got around a long table in a small temporary office in Washington

and "Dan" Willard—big, forceful, sparing of words—laid down the principle on which they would need to work.

"A precedent," he said. "That's what we need. If we can get one deal over on the right lines, it will drive the fact home that war orders are to be put on a new basis."

They talked it over carefully. One can imagine them as they sat around the table, "Dan" Willard at the head; "Barney" Baruch, equally massive and affable, but efficient to the last degree; Julius Rosenwald, keen, incisive, with a mind that is razor-sharp; Samuel Gompers, quiet, impressive, almost infallible on matters he understood. These men were engaged on the task of saving billions for Uncle Sam.

The need for a coup was unanimously accepted and the rest looked to "Barney" Baruch, as Chairman of Raw Materials, for the word as to where the effort should be made. He turned it over in his mind carefully.

"Copper," he announced, finally.

So copper was decided upon. The government needed an almost unlimited supply and copper was both scarce and high. It was an ideal place to strike—but a difficult one. However, the big copper men responded to an invitation to meet at Washington and there went into session with the Advisory Commission.

What transpired at that meeting will probably never be known but when the conference broke up the Government had put through a deal for 45,000,000 pounds of copper at less than half the market price. A saving had been made of $10,000,000.

The copper deal had exactly the effect that had been hoped for. The news penetrated business circles like an electric shock. Here was something entirely new—profits being shorn away from war orders, business putting patriotic motives ahead of profits! Men started to think, to revamp their ideas of what constituted patriotic duty. It is safe to say that men engaged in filling war orders have approached the price problem in a different frame of mind ever since that magnificent deal in copper was made. Ship plates selling at $160 a ton have been purchased by the government at $58. That is just one sample of what has occurred. Dozens of others could be quoted.

The Cantonments

The great test of the usefulness of the committees came when the cantonment question arose. Uncle Sam had a million or more troops to go into camp, and the securing of the multiplicity of supplies needed was a gigantic task. Practically every contract for cantonment equipment was let on the advice and recommendation of advisory committees. It would be impossible to compute the time and money saved through the work of the experts who guided the inexperienced hand of the Government in creating the cantonments.

Just for Instance—Take Duck

The point can best be driven home by telling of a single instance. Take duck for tentage.

It was necessary, of course, to have tents for the men, and the matter of duck for tentage was a very important one. What was the dismay of the Government purchasing agents when they found that they could obtain practically no duck at all! In the first place, the manufacturers of the various varieties of duck were literally suffocated with orders and could not see how they could produce another square inch. In the second place, none of the duck being turned out was quite suitable for the Government specifications for tentage. Here was a hot potato for the purchasing agents to handle! They promptly turned it over to the Advisory Commission. It gradually sifted down to a special committee.

The personnel of this committee was a particularly fortunate one. At the head was A. L. Scott, president of Lockwood, Greene Co., who knows just about everything there is to know about cotton. He might almost be termed an architect of the cotton industry. A manufacturer aiming to start a new cotton mill can leave everything connected with the matter in Mr. Scott's hands—selection of site, purchase of plant, installation of same, planning of sales policy, everything in fact connected with that new business, even to the raising of capital. So it follows that Chairman Scott knew considerable about duck.

With him was the retired president of a large cotton mill, who was relied upon for expert information on matters pertaining to waterproofing—an important feature of duck for tentage. There has always been a great deal of mystery about waterproofing. Each manufac-

WHAT THE BUSINESS COMMITTEES ACCOMPLISHED FOR UNCLE SAM.

The very general acceptance by labor and capital of the suggestion of the Council that existing labor standards should not be changed until the need for such action had been determined by the Council, with the steadying influence on industry growing out of such action.

The procurement of raw materials for the use of the military and naval forces of the United States at prices greatly below the current market price, this being made possible by enlisting the patriotic co-operation of industrial leaders.

The completion of the inventory, for military purposes, of American manufacturing plants.

The saving to the Government of millions of dollars by the proper co-ordination of purchases through the agency of the General Munitions Board of the Council of National Defence, this board being later absorbed by the War Industries Board.

The organization of the agricultural newspapers to work in conjunction with the Secretary of Agriculture for greater and more efficient production.

The mobilization of the 262,000 miles of railroads of the country for the Government's defence.

The close-knit organization of the telephone and telegraph companies of America to insure to the Government the most rapid and efficient wire communications.

The creation, under the Medical Section of the Council, of a General Medical Board, consisting of many of the most highly qualified surgeons and physicians of the country.

The selection by the same section of thousands of doctors specifically qualified for membership in the Medical Officers' Reserve Corps, and the standardization, far on its way to completion, of surgical instruments and supplies.

The creation by the Council of the Aircraft Production Board, which developed the Liberty motor, and which, in co-operation with the U.S. Signal Corps, is setting out to establish a great American air service at the earliest possible moment.

The results obtained by the Council's Committee on Coal Production in the procurement and expeditious shipment of coal, both in the civilian and federal interests.

The saving to the Government of millions of dollars through the application by the Committee on Supplies of the Council of the most modern business methods in the purchase of supplies for the War and Navy Departments, largely through the elimination of middlemen.

The work performed by the Council's Committee on Emergency Construction and Contracts in enlisting the best building and architectural experts of the country for the erection of the cantonments for the national army. In this they were greatly assisted by Canadian experience.

The successful initiation of a movement to co-ordinate activities on the part of the states of the Union for the national defence, brought to a clear and workable focus by a conference of states held in Washington, at the call and under the auspices of the Council, which movement has reached a high point of organization under a special section.

The organization of a railroad committee which was sent to Russia.

The enlistment of reserve engineer regiments to aid in rehabilitating the railroads of France.

The creation by the Council of the War Industries Board to assume the duties formerly discharged by the General Munitions Board, and to act in addition as a clearing house for the war industry needs of the Government. Under this board are handled vital war matters having to do with raw materials, finished products, and priority. A commission of this board is authorized to arrange purchases in accordance with general policies formulated and approved. The board recently made the arrangements with the copper and steel producers to fix the price for their commodities, announcement thereof having been made by the President.

The carrying on by the Commercial Economy Board of the Council, with the co-operation of the business press, merchants, manufacturers, and consumers at all points, of successful campaigns for conserving wheat, wool, and other commodities in which there have been shortages and for reducing the amount of labor employed on non-essential services in trade.

The creation by the President, at the request of the Council, of a labor commission to aid in the adjustment of social and labor disturbances throughout the country, particularly in the Western States.

The creation by the Council of a Woman's Committee, which is enlisting the woman power of America for the prosecution of the war.

The pronouncement by the Council through the Secretary of War, its chairman, of a policy to the effect that all effort should be centered to help win the war, this pronouncement having been made in response to queries as to the attitude which should be taken relative to improvements, public and otherwise, involving large construction work.

The creation, in little more than 30 days, through the Automobile Products Section of the Council and the Society of Automotive Engineers, in co-operating with the Quartermaster's Department of the army, of the standardized U.S. heavy-duty war truck.

The mobilization, in short, of the industrial forces of the country for war, the act of Congress creating the Council having made it mandatory upon the latter to bring about "the creation of relations which will render possible in time of need the immediate concentration and utilization of the resources of the nation."

turer has had his own special processes and devices, and he has guarded them with the jealousy of a Midas. Well, this man knew as much about waterproofing as any man in the Union. Then there were several buying experts—men of long experience and tried probity.

So it was a compact and shrewd committee that took up the problem of finding tents for the new army.

The first thing they did was to get complete information as to the number and capacity of the looms in the country. Then they summoned, first, the tire duck manufacturers to Washington to talk the situation over. The tire men, six in number, came down.

"How much can you give us?" asked Scott.

The six in concert voiced the impossibility of doing anything. They were loaded up with orders as it was and the tire people were pressing them hard. Their plants were running at top capacity as it was. However, it developed that the spring—this was in early spring—was the rush season. There was a certain amount of relief toward fall and through the winter.

"Well," said Scott, "we'll let you off with 25 per cent. of your output. We've got to have that. You can make it up by continuing your spring rush right through the year."

"But we can't make the duck according to your specifications," they protested. "You need it in 30¼ in. widths. We can make only 60½ in. and 90¾ in. widths."

"That is our problem," replied the committee. "You give us a quarter of what you make and we'll find ways and means of adapting it."

The tire men promised and departed. Next came the carpet manufacturers, and the committee met them with a stiffer proposition still. Carpets are not so essential in war times as tires, so 40 per cent. of output was demanded. The carpet men finally consented to this. Mind you, the committee was acting without any power of compulsion whatever. They had to do everything by persuasion.

Then they got together and studied the specifications for army tents to see how 60½ and 90¾ duck could be made to fill in where 30¼ was needed. Certain changes in the specifications were finally evolved which made this possible, and to which the War Office consented. When the duck began to arrive from the manufacturers it was thus found possible to make use of it.

And in due course tents were provided for 500,000 soldiers!

What Lack of Co-operation Meant

This incident is typical of the kind of work the committees were doing all along the line. As a further evidence of their usefulness cases might be quoted where the Government proceeded without consulting the committees. Trouble of a serious kind often ensued.

Take the case of steel distribution. Steel is the great bone of contention between Government and Business to-day. There is isn't nearly enough steel to go around. The scarcity can best be illustrated by showing how things are going in the matter of steel plates. In a recent issue the "Saturday Evening Post" stated that the total output of steel plates would be 1,800,000 tons in 1918 and that the Government would need 1,600,000. These figures are not correct, and they err on the side of optimism. The figures conceded by Government officials at Washington show that the total production cannot exceed 1,650,000 and that the Government will need 1,800,000 tons!

It will readily be seen that the Government is finding it necessary to watch steel production and to absolutely control it. About a month ago a peremptory order was issued to the United States Steel Corporation not to give another pound of steel to the automobile manufacturers for use in making pleasure and business cars. No one had been consulted, and when the word got out there was consternation and indignation. It meant that the automobile industry and all the allied industries, except for the manufacture of war trucks and cars, would stop. The effect of such a stoppage can be imagined.

After proper representations had been made to those higher up, the order was rescinded, and a committee of three to represent the manufacturers was invited to go to Washington to consult with the Government and find some means of equitable adjustment. It is interesting to note how the three were selected. One was chosen by the association of automobile manufacturers, one by the accessory people, and one by Henry Ford! The Ford concern does not belong to the association.

This committee came to Washington and had a long series of conferences with the authorities. An agreement was reached, which apparently meets the views of both sides to some extent at least. The terms are being very carefully guarded.

Contrast what occurred in this instance—the dissension, worry and trouble caused by the Government acting first without consulting the industry concerned—with the cases where the two act in harmony! The necessity for co-operation is then very apparent.

EDITOR'S NOTE.—*The next article will deal with the steps which are now being taken to strengthen the organization of advisory committees and put them on a better basis still.*

Proposed Amendments to the Fraudulent Advertising Act

New Legislation Proposed to Meet the Conditions Presented by the Difficulties of Getting Conviction Under the Old Act.

THE question of fraudulent advertising has been a vexed question for some time past. Many parties have been accused of advertising in such a way, but owing to the loopholes existing in the present law many cases that seemed to present fraudulent methods have been allowed to escape through technical difficulties in its enforcement.

To meet these difficulties, amendments of the Criminal Code have been suggested and will come up for consideration in the near future. The original Act passed on June 12, 1914, is reproduced herewith, the parts in capitals being the proposed amendments.

"His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

"1. The Criminal Code, chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after the section 406 thereof:

"a. Every person who EITHER HIMSELF OR BY HIS AGENT, SERVANT, EMPLOYEE, OR ANYONE ON HIS BEHALF, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or any interest therein, containing false or MISLEADING statement, or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, OR IS LIABLE TO MISLEAD ANYONE AS TO THE TRUE VALUE OF SUCH PROPERTY, shall be liable upon summary conviction to a fine not exceeding two hundred dollars, or to six months' imprisonment, or to both fine and imprisonment, OR IN THE CASE OF A CORPORATION TO A FINE NOT EXCEEDING FIVE HUNDRED DOLLARS.

"THE PRODUCTION BY THE INFORMANT OR ANY ADVERTISEMENTS CONTAINING ANY STATEMENT ALLEGED TO BE FALSE OR MISLEADING SHALL BE PRIMA FACIE EVIDENCE THAT THE SAME WAS KNOWINGLY PUBLISHED BY THE PERSON WHOSE NAME SHALL BE MENTIONED THEREIN. AS THE ADVERTISER. OR PROPRIETOR, OWNER, AGENT, MANAGER, AS THE CASE MAY BE. OF THE BUSINESS REFERRED TO IN SAID ADVERTISEMENT. THE WORD PERSON SHALL INCLUDE AN INDIVIDUAL OR PARTNERSHIP CO. OR CORPORATION."

Fort William Association Meets

A meeting of the Fort William Association was held recently in which the retiring president R. E. Walker delivered a stirring address. The new president of the association is E. E. Nugent. That the association is in a healthy state is evidenced by the fact that at the last meeting 33 new members were enrolled.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

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EDITORIAL BRIEFS

MARGARINE is at last apparently an actual fact for Canada. By next Monday licenses will be in the hands of 300 applicants in all parts of Canada. By Tuesday next it is expected that this product will actually be on the Canadian market.

* * *

THE Food Controller is busily engaged at present in quoting figures to prove that bacon and bread are no dearer here than they are in Britain and the United States. This being the case why all the fuss and flurry about bacon prices that were a nine days' horror a week or so ago?

THE VICTORY LOAN

THE result of the Victory Loan comes as a surprise to even the most optimistic. It was hardly believed possible to reach the three hundred million mark. But the results show that there has been subscribed practically four hundred and eight million, more than fifty dollars per head for every man, woman and child in the Dominion. It is a sign of the prosperity of the country. It is also a sign that Canadians have faith in that country, and are willing and glad to take a stake in its future.

MARKET SERVICE USED BY GOVERNMENT

IN the report on wholesale prices just published by the Department of Labor at Ottawa, it is with pardonable pride that we note that in the departments that come under the scope of a grocer trade newspaper, that CANADIAN GROCER in fifty different cases is quoted as the authority for the tabulated returns given. It is interesting also to note that our nearest competitor was a Toronto newspaper which is used as an authority eighteen times, and that the next is a trade paper that is mentioned only ten times. The other authorities quoted cover a very wide range. We consider this a rather striking compliment to CANADIAN GROCER'S market service.

CANADA'S BILLION DOLLAR CROP.

CANADA is essentially a farming nation. Of all her resources the farm is her great asset. On the prosperity of the farmer depends the prosperity of the country. Therefore there is ground for congratulation in the fact that this year Canada touched the high water mark in the value of the output of her farms. For the first time in her history she has passed the billion mark. In the fourth year of war it is an encouraging thing to know that behind all our activities is this solid basis of actual production.

According to the preliminary estimates the total value of all field crops for 1917 is $1,089,687,000 as compared with $886,494,900 in 1916 and $825,370,600 in 1915.

Here surely is a reason for confidence.

KEEP YOUR WINDOWS PULLING

THE owner of a large chain of stores recently remarked that he would rather have a manager who would keep his windows always pulling trade than one who could make an exceptional effort every once in a while and make a really artistic display. The bigger the store the more the emphasis is laid on the value of window display. It has been proved time and again to be the big selling force of the store. Yet some merchants neglect their windows entirely, or spend only a few moments in filling them full of an uninviting list of goods. No merchant can afford to save time on his windows; to do so is to lose money.

THE HYSTERICAL PRESS

FROM across the line comes another protest of the way the politicians and the hysterical public press are complicating the food situation, simply showing that these two agencies are tarred with the same stick the world over. The *Fishing Gazette* of New York has this to say:

"There is no doubt the Food Administrators mean well in suggesting the conservation of food. Unfortunately the press has become hysterical over the possibility of the people suffering in the near future for want of food with starvation to follow. The natural result is a scarcity of food and consequent high prices from hoarding, all of which is or should be unnecessary if the matter was handled in a sane manner. We have too many hungry politicians playing to the gallery who keep the people in a state of hysteria."

PARCELS TO IMPRISONED OFFICERS

New Regulations Affecting Such Parcels Go Into Operation at the New Year. The Following are the Conditions Outlined by P. O. Authorities

In co-ordination with the new scheme instituted by the British Government all parcels from Canada to officer prisoners of war interned in Germany or Austria-Hungary containing foodstuffs, on and after January 1, 1918, can only be accepted for onward transmission by the postal service if they bear a "coupon" issued by the Prisoners of War Department, Canadian Red Cross Society, London, England.

Under the new arrangement the amount of foodstuffs which may be sent to an officer prisoner of war during four weeks must not exceed one hundred pounds. Of this total the Prisoners of War Department of the Canadian Red Cross will send to each interned Canadian officer including those attached to other than Canadian units not less than six ten pound parcels each four weeks. The remaining forty pounds of foodstuffs per four weeks may be sent personally by relatives in Canada, but each parcel must bear a coupon which can be obtained on application from the Prisoners of War Department, Canadian Red Cross Society, London, England.

Right to Send Parcels With Next of Kin, But May Be Delegated

The right to send food parcels to an officer prisoner of war rests with the next of kin, but may be transferred by the latter or by the prisoner of war himself to any person. It is advisable that application should be made to the Prisoners of War Department, Canadian Red Cross Society, London, England, for the necessary coupons for parcels packed personally at the earliest possible moment.

These coupons are to be used on food parcels only and no coupons can be issued for amounts under ten pounds. If, therefore, it is desired to despatch a parcel weighing less than ten pounds an ordinary coupon must be used and the parcel counts as one of the four permissible in four weeks.

Must Not be Enclosed in Parcels Shipped Under Red Cross Label

Articles may not be sent to any society for enclosure in any despatched under the Red Cross label. The importance of guarding against any misuse of the label cannot be too strongly emphasized. Such action would not only harm the prisoner to whom the parcel was addressed but would react on other prisoners and might endanger the whole system of despatching the food supplies to officers and men who have fallen into the hands of the enemy.

Parcels for officers interned in Bulgaria and Turkey come under the new scheme. Owing, however, to the difficulties of postal communication, it is not advisable to send many parcels to officers in Turkish camps. Supplies can be purchased in Asia Minor and it is better to remit money to the prisoners rather than send many parcels.

The new scheme relates only to parcels containing foodstuffs for officer prisoners of war interned in enemy countries and does not affect in any way the present regulations governing the transmission of parcels to prisoners of war other than officers, which regulations remain unchanged.

FLOUR BUYERS APPOINTED

George H. Kelly has just been appointed as flour buyer for the British Government in Western Canada, operating through the Wheat Export Co. He will be located in the offices of the Wheat Export Company in Winnipeg, and will do all the buying of flour for Britain and her allies from the Great Lakes west to the Pacific coast.

Mr. Kelly has been in the flour business all his life. He first started as an employee of the Ogilvie Milling Company in Winnipeg, but for twenty years was connected with the Lake of the Woods Milling Company. He left the latter firm to superintend the erection of Ogilvie's mills at Medicine Hat, and of late has carried on a successful mill supply business in Winnipeg.

The Eastern Canada buying of flour will be done by J. L. Grant, who will be located in the Montreal offices of the Wheat Export Company.

WANT MORE FOR CHEESE

A committee of salesmen was recently appointed by the Cheese Board of Brockville, Ont., to represent the organization in any action that may be taken to secure a higher fixed price for cheese before the opening of next season's operations. Producers claim that the price fixed by the British Board of Trade has not been in keeping with the cost of production.

SUGAR SHIPMENT ASHORE

A recent West Indian despatch to a Canadian Atlantic port stated that a large Royal Mail steamer with a cargo of sugar for Canada is ashore. It is expected considerable refinery machinery may be idle in consequence of the delay.

WILL SUPPLY FISH ALL WINTER

A steady supply of lake herring has been guaranteed the people of Ontario all winter by the arranging of contracts by the Ontario Fisheries Department. It is estimated that under the contracts made there will be a weekly supply of from seven to ten tons of herring which will be supplemented by such whitefish and trout as can be caught by ice fishing operations in the northern lakes. While ice fishing is being encouraged, it is difficult to estimate the quantity of fish that will be received in this way.

In addition to the daily catch in Lakes Ontario and Erie, the Fisheries Branch will be able to fill orders from the reserve now being put into cold storage. It is estimated that over 300 tons will be available from this source and that it will be possible to sell herring through the winter at a retail price of two pounds for a quarter.

CASTOR OIL

While a price is still being quoted on castor oil none seems to be obtainable in the trade excepting limited quantities in the small sealed bottles. The commercial grade is in demand by all the allied governments and has been placed with so many other lines in the embargoed list. Its non-freezing qualities make it particularly suitable as a lubricant for aeroplane engines, and, with the increased activity in this development in all belligerent countries, it is not to be wondered at that we have a serious shortage.

Sugar Will Be Cheaper

With the Advent of the New Crop There Will be a Decline of a Cent on Raw Sugar—Will Have Decided Effect on Sugar Prices.

THERE is a very material brightening in sugar prospects at the moment. The price on the coming crop of raws has been set at $4.90 or $4.60 f.o.b. Cuba; this price is dependent upon the possibility of being able to arrange a freight rate at 30 cents. At present producers on the island are standing out for considerably higher figures, the figures asked being 39 cents for the north of the island and 47 cents for the southern section. There is little doubt, however, that this matter will be satisfactorily arranged. This means a decline of 1 cent on next season's crop. The Cuban crop promises better with every passing day, and present indications are that the crop will be far in advance of other record crop. This crop will be available from the refiners early in January and then the effect will be felt on the market situation. The United States price has been set at $7.40 less 2 per cent., which is a substantial decline on present prices. Canadian prices are dependent largely on American quotations, and as a result similar declines are to be expected in Canada early in the year. There is at present of course a comparative scarcity, but stocks are quite equal to ordinary demands. Large buying at the present moment is not only going to complicate the situation, but is unwisely putting the merchant in the condition of buying against a market that is bound to decline.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

J. E. Gamache, grocer, St. Johns, suffered loss by fire.

Joseph Semple, previously with the Willett Fruit Co., Ltd., St. John, recently reported missing, is now officially reported killed in action.

John Frederick Strange, who died at his home in West St. John this week at the age of seventy-five years, had been actively engaged in the retail grocery business in Guilford Street until a year ago, when he retired on account of failing health.

Notwithstanding the lack of shipping facilities, accentuated by the withdrawal of the steamer service to Boston, the quantity of potatoes entered for shipment to Cuba during November again established a record. Records of the Cuban consul ,St. John, show a total of 8,831 barrels, valued at $52,729, an increase of $12,000 over October's figures.

A wedding of much interest took place in Trinity Church, St. John, N.B., on November 28, when G. Ernest Barbour, president and general manager of Geo. E. Barbour Co., Ltd., wholesale grocers, etc., was united in marriage to Miss Margaret Hare. The bride only lately returned from the front where she saw nearly three years of active service, winning the award of the order of the Royal Red Cross and also winning special mention on two occasions.

A meeting of the grocery section of the Retail Merchants' Association of St. John this week was addressed by C. M. Trowern, secretary of the Dominion Board of the Canadian Association. After hearing his address, the meeting adopted a resolution expressing the opinion that no good purpose would be served, so far as reducing the cost of living is concerned, by discontinuing the selling of cereals in packages and that it would require more time and loss as far as both the wholesale and retail trade was concerned. It was also resolved that the retail merchants of New Brunswick join with a joint committee consisting of wholesalers, retailers and manufacturers appointed by all the other provinces, in placing their views before the controller at Ottawa.

Other matters dealt with at the meeting included a discussion of the advantages of fixed prices for trade-mark goods, co-operative delivery and short credits for slow-paying customers. The latter subjects stood over for further discussion.

There was a rather different result at the meeting later on the same day when Mr. Trowern met the wholesale grocers of St. John. Mr. Trowern asked the wholesalers to adopt a resolution similar to that passed by the retailers, but A. P. Patterson, of Baird & Peters, Ltd., and A. H. Wetmore, of Puddington, Wetmore & Morrison, Ltd., spoke in opposition. They pointed out that the apparent intent of the Food Controller was not the elimination of package sales but the licensing of such sales. It was contended that the licensing system was in the interests of the consumer as it would give the Government the right to investigate the manufacturers' profits and so regulate them. When the meeting heard this side of the case the feeling was expressed that the merchants should endeavor to assist rather than hamper the Food Controller, and the resolution was not adopted.

Quebec

N. Richard, grocer, Quebec, has sold out.

C. C. Rand, general store, Lennoxville, has sold his stock.

Jos. Jean, grocer, Montreal, has disposed of his stock.

J. Viau, grocer, Montpelier, has been succeeded by O. Lavigne.

J. A. Ogilvie & Son, Ltd., department store, Montreal, has changed name to James A. Ogilvy's Ltd.

Fred Lytle, representing the T. A. Lytle Co., Limited, manufacturers of pickles at Toronto, called on the Montreal trade last week in the interests of his firm.

Private Alexander Robert Cowan, who left Montreal with the 27th Battery, has been wounded by gunshot in the left arm and thigh. Before joining the colors he was employed at S. J. Carter's wholesale grocery.

J. D. Hutchins, of the John Duncan Co., tea importers, Montreal, is at his desk again after a month's absence on a trip to the Western Provinces. Conditions in the West as found by Mr. Hutchins are very encouraging and at the coast there is a real revival of business and industrial conditions. This is due in large measure to the large program of ship-building, calling for the construction of many wooden ships. The Prairie Provinces are also enjoying a good healthy trade.

Flight Lieutenant Norman A. Magor, who is expected home on leave shortly, has been awarded the Distinguished Service Cross by H.M. The King. A cable congratulating him, signed by his Flight Commander, has just been received. Flight Lieutenants Norman and Gerald Magor (the latter was mentioned in despatches for work done in the Eastern Mediterranean, and returned home wounded some months ago) received their training at Dayton, O., and Augusta, Ga., in the fall of 1915, and have been on active service since February, 1916. Before taking up this work the elder brother was engaged in mercantile work being Vice-President of Magor Son & Co., Ltd., St. Paul Street West, Montreal. The younger brother was in his third year in McGill University.

Ontario

J. Morley, grocer, Hamilton, has sold out.

C. Schaefer, grocer, New Hamburg, is dead.

V. Heric, general store merchant, St. Clements, is dead.

J. Stevenson, grocer, Hamilton, has sold to F. W. Holden.

Einarson Bros., grocers, Toronto, have been succeeded by J. McKinley.

Wm. Sutherland, grocer, Wyoming, has sold stock to W. C. Stinson.

Wm. J. McGrogan, general store merchant, for a number of years in Belmore, Ont., died recently in his 62nd year.

Northway Rush Company, Ltd., have been incorporated as general store merchants at Toronto with a capital of $80,000.

The Canada Scale & Slicer Co., Ltd., has been incorporated at Brantford with a capital of $150,000 to manufacture scales, meat slicers, etc.

Thermokept, Ltd., has been incorporated with a capital of $1,000,000 at Hamilton to manufacture and produce canned, pickled and preserved fruits, etc.

Bowes Creamery Co., Ltd., has been incorporated at Toronto with a capital of $40,000 to carry on business as dairymen, manufacturers of cheese, butter and general provision merchants.

R. B. Hill, Ltd., has been incorporated at Hamilton, Ont., with a capital of $75,000 to manufacture bread, cereals, flour, biscuits, cake, confectionery and candy. F. B. and M. J. Hill are the incorporators.

Western Provinces

J. H. Crowe, general store, Gilbert Plains, Man., has sold out.

S. Love, general store, Melville, Sask., sold to Lercher & Kanee.

Kologie & Co., general store, Ethelbert, Man., sold to J. Polowy.

M. Kirk, general store, Waldeck, Sask., succeeded by Sladen & Teulon.

H. Lucow, general store, Erickson, Man., has sold stock to R. Doner.

H. A. Davidson, grocer, Pilot Butte, Sask., has sold to J. N. Graham.

Swan River Creamery Co., Swan River, Man., succeeded by Dauphin Milling & Creamery Co.

Charles Pike, of Vancouver, B.C., has moved from 598 Broadway East to 1902 Stephens Street.

Bagnal & Raggett, general store, Girvin, Sask., have dissolved partnership.

Pitchks Trading Co., general store, Krydor, Sask., has sold out.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., Ltd., left last week for their Calgary branch, but this week is on his way east to Toronto.

Regarding British Columbia trade, he said that trade was booming there, and that he looked upon British Columbia as becoming one of the best business provinces in Canada.

David Brown, well known in Winnipeg as a manufacturer's agent, and who lately moved to the Pacific Coast, is now representing the Robert Gillespie Co., Winnipeg, in British Columbia.

Robert Gillespie, President of the Robert Gillespie Co., Winnipeg, has just returned from an extensive trip throughout Western Canada, calling on the retail and wholesale trade. Speaking of confectionery, Mr. Gillespie stated that everybody seemed to have been looking ahead, as they were well stocked, but that they were placing orders to-day just as far ahead into the future.

WINNIPEG MANAGER OF W. G. PATRICK & CO. GOES OVERSEAS

R. C. Blackburn, Winnipeg manager for W. G. Patrick & Co., Ltd., wholesale importers and grocery brokers, has joined the 10th Forestry and Railway Construction Depot as a lieutenant under Major Kirby. Lieut. Blackburn has been manager of the interests of the above company from Port Arthur to the coast, for some years past, and is succeeded by Edmund Thomas, who has had charge of Alberta and British Columbia. While Mr. Thomas will make his headquarters in Winnipeg, he will still look after the business in other centres as well as generally take care of their western interests. Assisting Mr. Thomas will be A. S. Nisbet, who will still continue to call upon the trade in Manitoba and Saskatchewan.

NEW MACARONI COMPANY

Le Berger & Co., Ltd., have been organized in Montreal to manufacture macaroni under a new drying process. The authorized capital of the company is $199,000. The directors are J. L. Patenaude, president; R. Carignan, vice-president; both of Patenaude & Carignan, wholesale grocers; Alfred La Croix, secretary-treasurer and general manager; A. Leger, director, both of the firm and La Croix & Leger, hardware merchants, Montreal; and Q. B. R. Carignan, director. The new firm has bought out the business formerly conducted by Spinelli & Co., of Christopher Columbus St., Montreal, and will operate a new factory with 30 000 feet of floor space on St. Lawrence Bvd., Nos. 2018, 2020, 2022. The new building is now being got ready and new machinery is being installed they expect to begin operations two weeks or a month's time.

The machinery to be used by this concern was manufactured by the Pfaffman Egg Noodle Co., of Cleveland.

HARRIS ABATTOIR SUBSCRIPTIONS TO WAR LOAN

Acting solely through their own organization, with plant captains and teams, the employees of the Harris Abattoir Company, West Toronto, have carried on a "Victory Loan" campaign.

The subscriptions have been large and, according to the company, constitute a record for the city, and probably for the whole Dominion, as far as total of one plant is concerned, as well as per employee.

The employees of this company, including Toronto plants, branch houses, and car route salesmen, number 1,250. Of these, 1.200 have subscribed. The total subscriptions amount to $275,000. The average subscribed is, therefore, $220 per employee.

An analysis of the subscriptions shows the following:—Plant employees, $91,350; officers' subscriptions, $70,000; head office staff, $53,750; branches, $38,450; car route salesmen, $13,550; public cold storage, $7,900—making a total of $275,000.

In addition to the above, the company's subscription is $100,000.

ACTIVITIES OF THE R.M.A.

Ottawa Grocers Will Amalgamate With the Retail Merchants' Association.

The Ottawa Grocers' Association will formally unite with the Retail Merchants' Association on April 1 at the expiration of their own business year. This decision was reached at a recent meeting of the Ottawa Association. This matter has been under discussion for a long time past, but it has only now been possible to get a united voice in favor of this affiliation.

The Pure Food Show Committee, that is responsible for the largest activity of the Ottawa association, was appointed as follows: A. S. Morland, J. A. Kelly, C. Cummings, T. W. Collins, C. G. Crabtree, Geo. Stoate, Thos. Bowman, Frank Burgess.

Owen Sound Association Meets

There was a meeting of the Owen Sound Association recently with the president D. R. Duncan in the chair. The meeting was addressed by W. C. Miller, Provincial Secretary, and T. J. Maher. T. M. Humble also gave a very inspiring address in urging the adoption of the buy at home movement. He stated that it was estimated that not less than $100,000 had gone from that section to the mail order houses during the course of the past year. It was decided to start an energetic campaign to combat these conditions.

Hebert & Guertin, of St. Madaleine, were presented this week by Mr. Guertin, who came to Montreal on business for his firm.

HAVE YOU A SUGGESTION FOR THE FOOD CONTROLLER?

This paper, and the merchants throughout the country, through its columns, have been handing out some pretty severe criticism to the Food Controller, in regard to some of his activities directed as he believed toward the lowering of the cost of living. That is all destructive criticism, now we need something constructive. There have been strong objections to the course pursued, but few suggestions as to what would be a better course. HOW WOULD YOU LOWER THE COST OF LIVING? Every merchant must have some idea on this important matter. For instance, here is a suggestion. Are your customers asking for delivery on small parcels that they could easily carry?.....Would this needless delivery amount to any great amount in your delivery expenses?..... How much?..... This is a possible way of saving. Tell us about this and of others as well. Let us have some definite mode of saving to suggest.

.....

.....

.....

.....

CANADIAN GROCER,
153 University Avenue,
Toronto.

.....Name.

.....Address.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TWO incidents of interest to the grocery and commission trade during the week were the issuance of licenses to sell margarine on and after December 10, and the intimation from the Dominion Food Controller to the effect that the United States will shortly raise the embargo on cottonseed oil. Permission to again bring cottonseed oil into the Canadian market will relieve an acute situation in shortening. The entrance of margarine as a competitor in the butter market has had the effect of causing an easier condition in dairy butter. With one exception quotations on all lines of laundry soap were withdrawn by the manufacturers, but they restored them on Tuesday and were again quoting on same basis for December delivery. The line that has not been withdrawn has been advanced in price, which is taken as an indication that a general advance on the part of all manufacturers is highly probable in the near future. Tobacco, egg carriers, stove polish, gravy, salt, jams and rolled oats are some of the other lines to show increases.

Negotiations over the price at which the International Sugar Commission will purchase the new Cuban crop have practically been settled on a basis that should mean approximately a 1c decline per pound in the price of Canadian refined. Grinding on new Cuban crop is proceeding and it is expected first shipments will leave the island in the near future. Some canned tomatoes and corn are being brought into the Canadian market from the United States. Recent declines in that market have placed the goods in a favorable situation for import. Wholesale grocers are now making heavy shipments to their customers on account of the anticipated holiday trade.

QUEBEC MARKETS

MONTREAL, Dec. 4.—Normal conditions prevail among the jobbers this week and they are all reasonably well occupied with orders. These are not large, as a rule, but sorting business is such as to keep staffs engaged. Prices are firmly maintained in staple lines, with few changes, while special lines have maintained a firm tone. The United States governmental regulations have served to tie up many goods destined for here, and no little hardship is being experienced in some quarters. Shipments will come to hand, eventually, but in the meantime the delays are great and no guarantees of definite deliveries are available. A circular has been issued by the California fruit growers stating that they are using every effort to expedite the shipment of orders placed with them. Flour prices are maintained and owing to the increased costs of jute twines and containers there is some uneasiness expressed with regard to immediate future prices. Demand for mill feeds is exceeding all bounds and millers are refusing to commit themselves to definite delivery dates or to supply quantities asked for. Oats are up again from three to four cents per bushel and rolled oats are in very firm market. The better grades of oats are increasingly short and it is doubtful if there will be a lowering of prices in the immediate future in view of this and of the transportation troubles. One large jobber has received 5,000 cases of prunes. He also has taken delivery of three carloads of raisins, which are being distributed as fast as they come to hand. Table raisins are quickly bought up in anticipation of the usual Christmas demand. Tara almonds and Sicily filberts are also received by one of the larger houses. Boats are still expected with large lots of currants at United States ports. Licenses are being taken by some dealers in view of their intention to sell margarine as soon as the same may be handled and when the product is procurable from the manufacturers. Corn brooms are up 10 per cent. and one line of tobaccos is reduced from 1 to 2 cents per pound.

Cloves are now quoted at 70 cents. Hogs, live, are weaker in tone from 50 to 75 cents per 100 lbs. A weakening tendency has characterized butter with a lower quotation of one cent per lb. on creamery. Skinless codfish is up $1 per bbl.

Brooms Advance 10%; Tobaccos Decline 1 To 2c

Montreal.

VARIOUS LINES.—An advance has been recorded this week in corn brooms which have gone up ten per cent. This is due, in part, to the uncertainty of procuring future supplies and the increased costs of raw materials are assigned as a factor in this advance. One line of tobacco is reduced one to two cents per pound. Manufacturers of laundry soaps have withdrawn their prices as from Dec. 1st. This is explained as necessary owing to their difficulties in securing some essential ingredients, due to transportation troubles.

Sugar Deliveries Are Still Very Limited

Montreal.

SUGAR.—Those retailing sugar have their wants supplied these days only partially. If an order is placed this is usually cut down and only a portion of the amount asked for supplied. Thus, a dealer asking for five sacks would probably receive two, or at most three, and this would have to suffice for the time being. When it becomes recognized that consumers must buy only for a few days ahead, there will be little likelihood of real inconvenience. No changes are made this week and conditions are as stated for the past few weeks with prices held firmly.

	100 lbs
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Small Movement Here For Canned Goods

Montreal.

CANNED GOODS.—Little interest attaches to the canned goods trade this

week. Deliveries of orders are being made which had previously been placed, but these deliveries are rather small. There are no changes reported in price and with a limited pack for distribution, conditions are quite unchanged. It is interesting to note the very unsettled condition of the United States market, but the fluctuations there will be unlikely to affect the Canadian situation.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats		2 45
1 lb. flat		4 00
1 lb. talls, cases 4 doz., per doz.		3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls		2 40
Cohoes, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"		20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)		2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards		1 75
Peas, Early June		1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s		3 00
Do., (U.S.), gallons		10 00
Corn (on cob, gal. cans), doz.		8 50
Red raspberries, 2s		2 90
Simcoes		2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s		3 00
Blueberries, 2s, doz.		1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.		6 00
Carrots, sliced, 2s		1 45
Apples (gallons)		5 00
Peaches, 2s (heavy syrup)		2 00
Pears, 3s (heavy syrup)		2 45
Pineapples, 1½s		2 25
Greengage plums (light syrup)		1 90
Lombard plums (heavy syrup), 2s		1 70

New Raisins To Hand; Shipments Very Slow

Montreal.

DRIED FRUITS.—Some jobbers have been able to secure an occasional car of raisins and other dried fruits. For the most part, the deliveries are very slow, indeed, and much anxiety is expressed as to the immediate future outlook. Santa Clara prunes will be very late in arriving, while some cars of the regular varieties are to hand. New crop of evaporated apples has appeared and they are being marketed at 23c per pound. Table raisins are being picked up by the retailers for the holiday trade. Dates are particularly scarce, and deliveries are being made of what stocks are in hand. A large importer is hopeful of securing some supplies of currants soon, but the uncertainties which have prevailed for some time still remain regarding delivery. Drained peels are being sold at from 27½c to 35c as given in the accompanying list.

Drained Peels—		
Citron		0 35
Lemon		0 27½
Orange		0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown		4 00
Muscatels, loose, 2 crown		0 11
Muscatels, loose, 3-crown, lb.		0 11½
Muscatels, 4-crown, lb.		0 12
Cal. seedless, 16 oz.		0 14
Fancy seeded, 16 oz. pkgs.		0 13
Choice seeded, 16 oz. pkgs.		0 12
Valencias, selected		0 11
Valencias, 4-crown layers		0 11½
Currants, old		0 24
Do., new		0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Holds Firmly; Supplies Are Limited

Montreal.

MOLASSES. — Small movement of molasses is reported here and the suggestion is made that retailers are probably very well supplied for their present needs. Stocks in jobbers' hands here are stated as being very limited and will be so until the new crop moves, which will not be for some time. Even at the high prices prevailing, molasses may be considered a commodity with high food value and this will come to be more generally realized when the consumer gives the attention to food values that will develop as a result of present high costs. Corn and cane syrups are in normal demand at unchanged prices.

Corn Syrup—	
Barrels, about 700 lbs.	0 07½
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
2-lb. tins, 2 doz. in case, case.	5 15
5-lb. tins, 1 doz. in case, case	5 50
10-lb. tins, ½ doz. in case, case	5 25
20-lb. tins, ¼ doz. in case, case	5 20

	Prices for Fancy. Island of	Choice. Montreal
Barbadoes Molasses—		
Puncheons	0 86	
Barrels	0 89	
Half barrels	0 91	

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.	

New Filberts Received; Shelled Peanuts Coming

Montreal

NUTS.—Holiday trade is beginning to manifest itself some and there is a fair demand for nuts. Some kinds cannot be had of new stock and there will be few, if any, offerings of new walnuts for Christmas. Some supplies are held, of last season's stock, and these are in good condition and will find ready sale. New peanuts of the shelled varieties are en route and will be to hand in due course. The accentuated freight congestion will be a factor requiring consideration, however, and all deliveries are likely to be long delayed. Some are anxiously hoping that new supplies of almonds will be to hand ere long.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)		0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1		0 17
Peanuts, shelled, Virginia, No. 1		0 16
Do., No. 2		0 14
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 23
Walnuts (shelled)	0 56	0 58
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1		0 24

Supplies Of Honey Light; Prices Firm, Unchanged

Montreal.

HONEY.—Jobbers report that little honey is to be obtained with small promise of more being available. Not a great deal is asked for and in view of the short supply there is a firmness of tone to the market and this will hold undoubtedly. Maple products are rather limited and in these the usual amount of business is being done.

Honey—		
Buckwheat, 5-10 lb. tins, lb.		0 17
Buckwheat, 60-lb. tins, lb.		0 16½
Clover, 5-10 lb. tins, per lb.		0 19½
Clover, 60-lb. tins		0 19
Comb, per section		0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Bean Sales Are Normal; Mostly Quebec Grown

Montreal.

BEANS.—Sales of beans are somewhat limited and confined in large measure to the Quebec varieties. Ontario beans are being carefully treated to eliminate the moisture, which has affected a portion of the crop grown on low land. The beans grown on high ground have not been injured to the same extent, and altogether there is a fairly good report as to the results from such plantings. In other cases, the low ground plantings have not been reaped at all, so that these conditions will explain, to an extent at least, the scarcity of Ontario beans in the Quebec market. Jobbers are able to meet the demand here for beans with supplies of Quebec grown and the quality is reported as excellent.

Beans—		
Canadian, hand-picked		10 50
Ontario, new crop, 3 to 4 lbs.		8 15
British Columbias		8 16
Canadian, 3-lb. pickers, per bu.		9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers		10 00
Michigan, hand-picked		10 50
Yellow Eyes, per lb.		0 14
Rangoon beans, per bush.		7 50
Lima, per lb.		0 20
Chilean beans, per lb.		0 14½
Manchurian white beans, lb.		0 15
South American		5 20
Peas, white soup, per bush.		5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Demand For Rice Small; Prices Hold Unchanged

Montreal.

RICE.—Little business is being done in rice. There is the usual business of small sorting nature, but beyond this there is little interest. Prices are firm and unchanged and these will probably continue so for the next few weeks, as stocks are ample, and the small trading will continue for a time. Tapioca trading is light, and the high prices prevailing have something to do with the limited request for this, no doubt. It is assumed that retailers have fair quantities on hand to meet the usual demand.

Carolina	10 00	11 00
"Texas," per 100 lbs.		9 50
Patna (good)		9 40
Siam, No. 3	8 00	8 50

Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Teas Hold Firmly, And With Demand Very Good

Montreal.

TEAS.—All jobbers and importers are well satisfied with the condition of trade. For most grades of tea a good demand exists. Orders are not large but there is a good repeat business and this is generally preferable to orders of larger bulk, which, of course, come less frequently than those of a sorting character. For many weeks certain business elements, particularly in Quebec, were inclined not to buy teas at all. This was the result of a nervous anxiety regarding the effects of conscription and it characterized the attitude even of large jobbers in some sections. This condition is now dissipated and orders from all points in Ontario and Quebec, served from here, are frequent and steady. There is a firm tendency to the market, particularly for Japans. Packages continue to arrive in bad order, necessitating many claims being made, and this is accounted for by one importer because of the increased re-shipping methods which have had to be followed of late.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Normal Demand For Coffee; Roasters Busy

Montreal.

COFFEE.—A steady, satisfactory demand for coffee is reported by jobbers and roasters alike, and they are confident of a fair business continuing. The amount of coffee in stock here is fair, but not excessive. The New York markets have been rather unsettled with some speculative trading for the past few days and an upward and lower tendency following one another in quick succession, but leaving conditions as to price much as they were. Cocoa is in good demand as the cold weather continues and makes an appeal to the pedestrian public, particularly.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Cloves Quoted At 70c; Spice Demand Brisk

Montreal

SPICES.—A brisk demand continues for spices and those selling both ground and whole are well pleased with conditions for the season of the year. This is true of outside markets as well and it would seem that the probabilities of a shortage through difficulties already outlined regarding shipping have spurred all to make their stocks as complete as possible. Supplies are fairly good, and those requiring to complete their usual stocks might bear the transportation difficulties in mind when estimating their future needs, as some spices will likely be hard to secure. Cream of tartar is very scarce, so much so that there is little to be had. This is very high and is selling at 70c to 80c.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	....	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in palls	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Light Trading Reported In Vegetables And Fruits

Montreal.

FRUITS AND VEGETABLES.—Trading in fruits and vegetables is somewhat quieter. The tendency is to sort in small amounts and dealers expect that quiet will prevail for another week or ten days, when the Christmas demand should begin to manifest itself. There are a few minor changes, mostly of a lower tendency. Eating pears are quoted at $4 a box. Montreal cabbage is selling for 50c a dozen. California celery is $6.50 a crate. Spanish onions can be bought for $3.50 in the small crates and for $5.50 in the large,—much lower than the prices of three weeks ago. Curly lettuce is $1.75 per box of 4 dozen heads. Parsley is 35c per dozen. Other lines remain unchanged.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 50	7 00
Pineapples, Cuban, grate	....	5 00
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	....	4 00
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal, per bbl.	....	2 00
Cabbage, Montreal, doz.	....	0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario)	....	5 00
Celery, California, per crate	....	6 50
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	....	3 50
Spanish onions, large crate	....	5 50
Spanish onions, small crate	....	3 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 25
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, box (4 doz. box)	....	1 75
Lettuce, Boston, head, doz. (box)	....	2 00
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	....	1 75
Tomatoes, pound	....	0 30
Horse radish, per lb.	....	0 25
Beans, wax, bag, U.S.	....	7 00
Beans, green, bag, U.S.	....	7 00
Lecks, per doz. bunches	1 50	2 50
Parsley, doz.	....	0 35
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 40
Spinach (Canadian), box	....	1 00
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme		
Dried Savory box	....	1 00
Dried marjoram		
Cucumbers, Boston, doz.	....	2 25
Pears, basket	....	1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberrics, per bbl.	15 50	16 00
Evergreen (for decorating), dull, per bundle	....	1 75

ONTARIO MARKETS

TORONTO, Dec. 5.—Interest during the week centred around the amount of business coming forward for the Christmas trade. Wholesalers are busy taking care of the trade, which is reported fully up to that of last year. There are shortages in numerous lines, and this constitutes the greatest difficulty at present. Dried fruit supplies will in all probability be very short for the Christmas trade. Advances have been recorded in stove polish, egg carriers, salmon, tobacco, laundry soap, gravy salt. There is a scarcity of rolled oats and prices are higher during the week. Licenses have now been issued for the importation of margarine.

Progress Made With New Crop Cuban Sugar

Toronto

SUGAR.—Interest now largely centres in doings on the Island of Cuba. One additional central, the Palmarito, has started grinding during the week, which makes three centrals in all in operation on the island. Other districts are getting the centrals in shape for commencement of operations, and conditions on the Island of Cuba are of the most active sort. The condition of the weather has been favorable for cane all over the island, although the field work has been suspended in some Eastern sections owing to excessive rains. The reports that the Cuban planters have agreed to accept the price of 4.60c f.o.b. Cuba for new crop raw sugar has not yet been confirmed by the International Sugar Commission. The Cuban delegates are to return to New York shortly after having conferred with their principals on the island and take up the matter of price. It is possible that a definite agreement as to price may be the outcome when the International Sugar Commission and the representatives of the

planters get together. Grinding of new Porto Rican crop has also started, one central opening there on November 26. Some 3,500 tons of this Porto Rican crop will be shipped during the early part of this month. The price was left open, as it will largely depend upon the price established by the International Sugar Commission for the Cuban crop. In the Canadian market there was quietness during the week. Refiners continue to make light shipments on old contracts, and this is sufficient to meet the needs of the consumers for immediate requirements. There are no doubt some sugar supplies stored away on the part of consumers which will be drawn upon when they come to the realization that there is not going to be a famine.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Laundry Soaps Withdrawn; One Line Goes Higher

Toronto.

SOAP, STOVE POLISH, EGG CARRIERS.—With one exception prices on all lines of laundry soaps have been withdrawn. Procter & Gamble continue to quote at an advance in price. Gold soap is now quoted at $6.15 per box, Ivory, 6-oz., at $6 per box, Lennox at $5.20 per box, and white naphtha at $6.15 box. This move seems to indicate generally higher prices. Tobaccos have also been advanced in price, Briar now being quoted at 94c per pound, Napoleon at 94c per pound, Index at 92c per pound, and Prince of Wales at 94c per pound. Carburet of iron stove polish has been advanced to 90c per dozen. Star egg carriers have also been advanced, No. 1 now being quoted at $6 per dozen and No. 2 at $12 per dozen. Bisto gravy salt has been advanced to $1.40 per dozen. St. Williams pure raspberry jam in 30-lb. pails has been advanced to 18½c per pound. Graham's Lily brand, bakers' special blended jam, has been advanced to 16c per pound in 30-lb. pails.

Molasses Market Maintains Firmness

Toronto.

MOLASSES, SYRUP.—A firm situation was maintained in molasses during the week, with brokers reporting they are experiencing difficulty in getting supplies of bulk molasses shipped from the producing districts. Spot stocks of tinned molasses are fairly good, although one brand in 2-lb. tins was reported withdrawn during the week. Cane syrups and corn syrups held unchanged, with a fair demand reported.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
West India, ½ bbls., gal.	0 52	0 55
West India, 10-gal. kegs	....	0 65
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

American Tomatoes And Corn Coming Now

Toronto.

CANNED GOODS.—Lower prices for tomatoes and corn in the United States have placed them in a favorable position for bringing into Canada and importations have been arranged. Corn has been purchased on a basis, so that it will probably go to the retail in the neighborhood of $2 per dozen for 2's. Tomatoes 2's will probably sell to the retail trade around $1.90 per dozen. The presence of these stocks will have a retarding effect on further advances in Canadian goods. Stocks of these latter are light, and will probably not be affected in the downward direction. Prices on gallon apples have been announced by the canners, price quotations being in the neighborhood of $6.50 for Ontario and $6.25 per dozen cans for Nova Scotia canned apples. Sockeye salmon showed a decided movement upward in some quarters, prices for new sales being quoted in some quarters at $4.25 per dozen for 1-lb. talls and $2.35 per dozen for ½-lb. flats.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	....	3 75
Red springs, 1-lb. talls	....	3 15
White springs, ½s, dozen	2 25	2 35
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Reported That Prunes Have Been Oversold

Toronto.

DRIED FRUITS.—An interesting development in the dried fruit situation in California has come about during the week as a result of litigation that is now under way between the manager of the California Prune and Apricot Association and the president of the Affiliated Packers' Association. It is intimated that as a result of this lawsuit some important developments are likely to take place, and that one of the things likely to be divulged is the fact that the prune crop has been greatly oversold in spite of an enormous crop. One association is reported to be so badly oversold that it cannot fill its contracts, let alone take further orders. Some interesting things may be brought to light as a result of this lawsuit. It is not apparent as yet that it will have any bearing on the Canadian dried fruit shipments. If it turns out that the sellers at the coast are unable to make deliveries of goods sold the Canadian buyers will no doubt have to take short delivery along with United States buyers. The car situation has shown no improvement during the week. The first steamer with Greek currants is now long overdue, and there are fears that she has been lost. This steamer has been out two months and her cargo of currants would be greatly missed on this continent. In the local market candied lemon peel advanced 1c per pound, and orange peel was also quoted higher. In some quarters Excelsior package dates were quoted as low as $4.50 per case. Some new-crop dried peaches came in and were quoted at 15¾c for standards and 16½c for choice. Seedless screened raisins were in firmer market, and were quoted from 1c to 2c per pound higher at a range of 14½c to 15½c. Some dried apricots arrived in the market during the week.

Apples, evaporated	....	0 24½
Apricots, unpitted	....	0 16¾
Do., standard, 25s	....	0 26
Do., choice, 25s	....	0 28
Do., fancy, 25s	....	0 30
Candied Peels, American—		
Lemon	0 30	0 35
Orange	....	0 33
Citron	0 35	0 40
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	....	0 17
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	....	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 14
70-80s, per lb., 25's, faced	0 12¼	0 13¼
80-90s, per lb., 25's, unfaced	0 11¾	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾

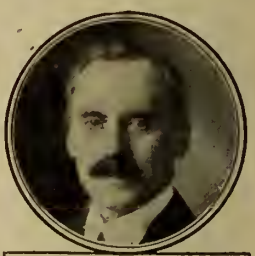
Help the Union Government Conserve the Needed Foodstuffs

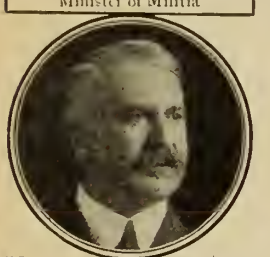
SIR ROBERT BORDEN
Prime Minister

HON. W. J. HANNA,
Food Controller.

SIR THOMAS WHITE
Minister of Finance

BRIG. GEN. S. C. MEWBURN
Minister of Militia

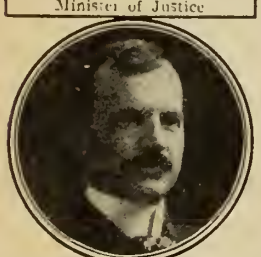

HON. N. W. ROWELL
President of the Privy Council


SIR EDWARD KEMP
Minister of Overseas Service

HON. A. L. SIFTON
Minister of Customs

HON. C. J. DOHERTY
Minister of Justice

HON. F. B. CARVELL
Minister of Public Works


HON. P. E. BLONDIN
Postmaster-General

HON. C. C. BALLANTYNE
Minister of Marine Service

Here are pictured the members of the Win-the-War committee of the new Union Government, along with the Food Administrator, who are urging upon the people of Canada the need of using at home the foods which can be spared and saving for our fighting men and our allies abroad the beef, bacon and white flour which they must have to win the war.

The Food Controller's orders are simply bringing into proper prominence some of the nation's most nourishing and economical foods such as

Wethey's Orange Marmalade

which in itself is a delightful, appetizing and healthful food, and when eaten with oat cakes, cornmeal muffins or whole-wheat bread gives them a particularly satisfying flavor, making a combination that is at once

delicious, nourishing, economical, patriotic

Made in Canada's premier "daylight" food factory at St. Catharines.

If your grocer does not carry Wethey's he will get it for you.

Insist on Wethey's **Every package guaranteed**

"One Try Satisfies"

Makers also of Wethey's Famous Mince Meats. Just like mother's.

Serve Wethey's Marmalade with fowl or game. It is delicious.

J. H. Wethey, Limited

ST. CATHARINES, ONT.

100,000 People Have Read The Ad On The Opposite Page

It is a consumer ad reproduced here just as it appeared in the December issue of MacLean's Magazine.

MacLean's is an influential medium with a circulation of something like 55,000 a month. Assuming two readers per copy (a very conservative estimate) we may safely say that well over 100,000 people have read this ad setting forth the many reasons for using WETHEY'S ORANGE MARMALADE in these days of food conservation and war economy.

These people are ready to buy Wethey's. They are influenced by this publicity. They cannot help but be. Perhaps most of them already know how good Wethey's is and this will serve as a memory jogger.

Make your store the connecting link between these people and Wethey's Orange Marmalade

Show Wethey's in your displays every day. Plan to get your share of the bigger demand that this consumer publicity campaign is producing. Let the public know you sell Wethey's and good results are certain. For Wethey's Orange Marmalade is a good customer-pleaser and a sure money-maker.

J. H. WETHEY, LIMITED

ST. CATHARINES, ONT.

Peaches—		
Standard, 25-lb. box	....	0 15¾
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes	....	....
Raisins—		
California bleached, lb.	0 12	0 15½
Valencia, Cal.	0 07½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Tendency Of Tea Market Toward Firmness

Toronto.

TEA.—There was a tendency to a firm position on teas on this continent during the week as a result of heavy purchases of Indias and Ceylons that were made on the New York market. Java teas were in active demand in that market. There is a feeling in the local market that with the possibility of curtailment of further arrivals for some time, due to the high freight rates and difficulty of obtaining space, the teas held in the local market will be good property as time advances. Prices ruled steady during the week. The Government was reported to be in the market for a fairly good consignment of tea. Second pickings of Japans are expected to arrive, and are quoted from 30c to 35c per pound, for delivery about the middle of December. All quotations on teas for import are higher than the present local selling basis, and the trend of the market locally is one of firmness.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 33
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Activity In Coffee Not Marked During Week

Toronto.

COFFEE.—There was very little interest in coffee in primary markets during the week. Prices held steady during the week, with very little inclination to buy. The demand for coffee in the local market is keeping up well, the winter season naturally being the heavier consuming season. Prices locally held unchanged. Chicory was also in steady but firm tone. Cocoa held steady and unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cream Of Tartar And Herbs Very Scarce

Toronto.

SPICES.—Supplies of bulk cream of tartar are at a very low point in the local market and prices are ruling uniformly high. Herbs, such as savory, parsley, thyme, mint and sage, are becoming scarce, and some of the dealers look forward to a real dearth in these lines within the next three or four months. These commodities are quoted at 40c to 50c. Spice demand is more quiet owing to the passing of the pickling season.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	....	0 60
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test	....	....
2-oz. packages, doz.	....	1 35
4-oz. packages, doz.	....	2 40
8-oz. tins, doz.	....	4 75

Good Crop Of Filberts Makes Prices Easier

Toronto.

NUTS.—Owing to a good crop of filberts this year prices have been inclining easier for some time past. There is another big shipment of 100,000 bags on the way, which is expected to reach the New York market in the near future. A carload of new Sorrento walnuts reached the local market during the week. Almond prices are firmly held. Peanuts showed an upward tendency during the week, roasted in the shell being quoted at 17c to 18c. Demand for nuts is good for the Christmas trade.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 58	0 63
Walnuts, California	....	....
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Heavy Purchases Of Rice In United States

Toronto.

RICE, TAPIOCA.—It is reported in the United States, although definite announcement has not been made to that effect, that the Government had placed or was about to place orders for some 10,000,000 pounds of rice. At an average price of 7c per pound this purchase would represent close to three-quarters of a million dollars. It was reported that the deal would be handled through Armour & Co., which would probably mean that the rice would be used for preparation for rations in tins. This indicates the use to which rice is being put for an army ration and accounts for the firm position and high prices now prevailing. In the local market there was a steadiness, with prices unchanged.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 50	12 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	9 50	11 00
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	9 50	11 50
Japans, second, per 100 lbs.		
Chinese XX, per 100 lbs.	9 00	10 00
Tapioca, per lb.	0 14	0 15

New Lima Beans Expected Shortly

Toronto.

BEANS.—Shipments of California lima beans, over which there was more or less worry for a time on account of the stand taken by the Food Controller, are expected to reach the local market in the very near future. They have been rolling for some time now. These beans are being quoted to the retail trade from 17c to 17½c per lb. Ontario beans are still a very scarce commodity, very few being offered. Indian beans are in good supply, and are meeting consumptive needs at present. In some quarters slight concessions were made in order to induce buying. Where quotations were formerly made at $6.60 per bushel, they were being quoted at $6.40.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	8 40
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	6 60
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Expect Licenses To Be Issued For Cereals

Toronto.

PACKAGE GOODS.—There is general expectation that some form of license will be granted to the manufacturers of package cereals, and that business will go along much the same as it has in the past after the expiration of the time limit for the sale of small packages. One of the concerns affected thereby have been carrying on a sampling campaign in the city, and it would seem from this that they have not much fear that their goods will be debarred. Package goods held unchanged.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Honey Market Is Nearly Cleaned Out

Toronto.

HONEY, MAPLE SYRUP.—The local honey market is getting pretty well cleaned out. Comb honey is almost en-

tirely gone, with the exception of a few squares of No. 1, which were quoted at $3.60 per dozen. Honey in jars was also in very light supply. Supplies will in all probability be entirely exhausted long before new crop comes in.

Honey—		
Clover, 5 and 10-lb. tins	0 20	0 23
60-lb. tins	0 19	0 20
Buckwheat, 60-lb. tins	0 17	0 18½
Comb, No. 1, doz.	....	3 60
Do., No. 2, doz.	....	....
Do., No. 3, doz.	....	....
Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 50
Do., 16 oz.	....	3 25
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	11 70
No. 2, half gal. tins, 12 to case	....	12 25
No. 3, quart tins, 24 to case	....	12 25
No. 3, quart bottles, 12 to case	....	5 50
No. 4, pint tins, 24 to case	....	7 20
No. 4, pint bottles, 24 to case	....	6 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Grapefruit Plentiful And Quotations Lower

Toronto.

FRUIT.—There are now good supplies of grapefruit in the local market, as good shipments have been coming forward. Florida grapefruit showed a lower range at $4 to $4.50 for 36's and 46's and $4.75 to $5 for 54's to 96's. Late Valencias were also slightly easier in price. Mexican oranges were quoted from $3.25 to $3.50 per case. A car of Florida navel oranges was expected to reach the local market on Wednesday and Thursday of this week, quotations ranging from $4.50 to $5 per case. Lemons are a scarce article, but a car of new Messina lemons was expected early this week to sell around $7.50 per box. Box apples are in good supply, and there is a fair quantity of barrel apples.

Apples—		
California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Greenings, No. 1, bbl.	....	7 00
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	....	6 00
Do., No. 2	....	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	....	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	5 00
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	2 50	3 00
Cranberries, Cape Cod, bbl.	15 00	16 00
Do., 50-lb. box	7 00	7 50
Do., late Howes	18 00	20 00
Grapefruit—		
Jamaica, 46s, case	....	3 50
Do., 54s, case	....	3 75
Do., 64s, 96s, case	....	4 00
Do., 80s	....	4 25
Florida, 36s, 46s, case	4 00	4 50
Do., 54s, 64s, 80s, 96s	4 75	5 00
Porto Rico, 36s, 46s	....	3 50
Do., 54s, 96s	....	4 50
Oranges—		
96s, 100s, case	4 00	4 25
California Late Valencias—		
96s, 100s case	....	4 25
126s to 250s	4 50	4 75
288s, 300s	3 75	4 00
Mexican oranges, 26s to 250s	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, 144s-168s	....	3 50
Tangerines, 196s-250s	....	3 25
Navels, 96s to 126s	4 50	5 00
Lemons, Verdillis, case	....	....
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, cs. 30-36s	....	....
Pomegranates, per box	3 50	3 75
Almeria grapes, keg	8 00	10 00
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Carrots Plentiful But Sale Is Slow

Toronto.

VEGETABLES.—There are good supplies of carrots in the local market, but wholesalers state there is very little movement in this commodity at the present time. Prices are very reasonable, ranging from 65c to 70c per bag. Spanish onions are also plentiful, as this is the time of year when heavy shipments come in. Quotations were 50c per large case lower in some quarters. Some commission men assert that some of the samples have shown a tendency to sprout. In half cases they were quoted at $3. New Brunswick Delaware potatoes were quoted from $2.40 to $2.50 per bag, while Ontario stock was quoted from $2.10 to $2.25 per bag. Turnips are in good supply, quotations being made from 60c to 65c per bag. Movement of vegetables is only fair. Cabbage are getting somewhat scarce and are expected to be higher in price.

Beets, bag	0 85	0 90
Brussel sprouts, quart	....	0 15
Cauliflower, doz.	1 25	1 65
Cabbage, Canadian, barrel	....	2 00
Carrots, bag	0 65	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate	....	3 00
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates	....	3 00
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag	....	3 50
Potatoes—		
New Ontario, bag	2 10	2 25
N.B. Delawares	2 40	2 50
Sweet, hamper	2 50	2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	....	0 30
Parsnips, bag	....	1 25
Turnips, new, bag	0 60	0 65

MANITOBA MARKETS

WINNIPEG, Dec. 5.—The difficulty in getting stuff from California is beginning to be serious as far as dried fruits are concerned. A broker in Winnipeg states that not more than fifty per cent. of California raisins will arrive in time for Xmas trade, and not forty per cent. of the figs; he adds that there have been a number of orders cancelled on this account, and that the market might be affected adversely by the delay. A Winnipeg jobber states that he does not expect any California cluster raisins, and that those which have come in from the Mediterranean were cleaned up long ago.

There is still a question in the minds of the jobbing trade here as to whether margarine is going to be a success. Some say that if the government insist on this product being put on the market without coloring matter the public will not buy. A broker was saying last week that he had tasted margarine with his eyes closed, and that he did not know it from the best butter; when he opened his eyes he was surprised to find it perfectly white. A wholesaler who heard this story remarked that the public did not as a rule buy butter with their eyes closed.

Sugar Still Difficult To Procure

Winnipeg.

SUGAR.—Retailers are buying all the sugar they can get hold of and there is still a great shortage. While some of the refiners are shipping better than they have been, others who have been shipping right along have stopped shipping altogether. A local house writes their customers as follows:

The difficulty of getting supplies of sugar for immediate use continues to be a question of live interest both to the wholesale and retail trade. During the last few days one of the largest Eastern refineries has refused to accept further business until they are caught up with their shipments. This leaves only one refinery accepting orders and that only for late December shipment. They also insist that all orders shall be at least half yellow sugar.

There has been no change in prices and the prospect is for a lower market as the time for new crop Cuba sugars approaches. It will be necessary to strictly limit the quantities of all shipments in order that the widest and fairest distribution be made of available supplies.

Buying Syrup Instead Of Higher Priced Lines

Winnipeg.

SYRUP.—Jobbers report an excellent demand for both corn and cane syrups, and do not look for a decline on either of these until after the first of the year. They state that corn syrup manufacturers are away behind with their orders, some orders placed in October not being shipped yet. There is not the same difficulty getting cane syrup, although the demand is excellent. Jobbers state that the reason for such a good demand for syrup is that people are buying it to take the place of similar lines that have gone up much higher in price. There is no material change in the molasses situation, but the market remains very firm.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92

Barbadoes Molasses—
In half barrels, per gal..... 85-95
New Orleans Molasses—
Blackstrap, half barrels, wood, per gal. 50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Cal. Cluster Raisins Missing For Xmas

Winnipeg.

DRIED FRUIT.—Jobbers state they do not expect cluster raisins to arrive on this market from California in time for Xmas. All the Mediterranean cluster raisins that came in were quickly cleaned up. A Winnipeg broker has assured us that not more than fifty per cent. of California raisins will arrive on this market before Xmas, and not more than forty per cent. of the figs; he states that some jobbers have cancelled orders for brick and layer figs because of this delay. He added that his personal opinion was that this would have the effect of weakening the dried fruit market in California; if they are unable to get fruit out it would naturally have that tendency. Cars are to-day taking five weeks to make the trip instead of three weeks as formerly. Jobbers state that they expect figs to be very scarce. They are not sure yet what will happen to Portuguese figs; the feeling is that they will not arrive. Peels continue very high, both for spot and in the primary market. Dates are so scarce that the price has advanced two cents per package from what they were a month ago. Evaporated apples—Manufacturers are quoting 20c F.O.B., East, so that the retailer can gather that the market is very high. There is quite a lot of evaporated apples being brought in from the United States at a slightly lower figure, but the quality is not as good as Canadian stock.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 10
80-90s, 25-lb. boxes, per lb		0 10½
50-60s, 25-lb. boxes, per lb		0 12¼
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	....	0 23
Dates—		
Hallowee, 68-lb. boxes	....	0 20
Fards, box, 12 lbs.	....	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
Mediterranean, 33-lb. mats	....	0 08¼
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 81¼

New Split Peas Open Around $10.85 For 98's

Winnipeg.

BEANS.—White beans can be bought at a slightly lower figure this week; one house is quoting $5.90 for fancy white, and it is unnecessary to state that these are splendid value at this figure. Other quotations range from $6.00 to $7.00 per bushel. Jobbers state that they cannot buy to-day to sell at $6.00. New split peas are not on the market yet, but are expected in about ten days, and should open around $10.85 for 98's. There is no price yet on whole peas, but they are not important, as the demand is not heavy in the West.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb		0 14
Fancy white, bushel	5 90	7 00
Peas—		
Split, 98-lb. bags, per bag	....	10 85
Whole, yellow, soup, 2 bu. bags, bu.		5 00

Surprisingly Good Demand For Nuts

Winnipeg.

NUTS.—There is a surprisingly good demand for all kinds of nuts; jobbers say the demand is surprisingly good because people are not supposed to buy such things in war time, yet it should not be forgotten that Western people have a lot of money this year. Jobbers state that with everything so high one would think that people would let up on things like nuts, but they state they are buying in large quantities both of nuts and candies, and in fact all lines of luxuries.

Whole Nuts—	Per lb.
Almonds, Tarragona, sacks about 110 lbs.	0 20¾
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 16½
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾
Finest Shelled Nuts—	
Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

Rice Will Soon Advance ½c-¾c Per Lb.

Winnipeg.

RICE.—The market is still very strong, and we are told that prices will likely advance ½c to ¾c per lb. Contracts being placed now will justify jobbers in selling at the above advance for several months.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08½
Choice Japan, 100-lb. bags	0 07¾
Siam, 100-lb. bags	0 07½
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 12½ 0 13

Gallon Apples Bring $3.90 For 2½'s

Winnipeg.

CANNED GOODS.—Canadian gallon apples are being offered to the trade. A rather low price is being quoted by one house of $2.75 per case of half-dozen. Pumpkins are being offered to the retail trade at $3.80-3.90 for 2½'s Canadian pack, which is considered a fairly low price; in fact, the same price as last year. The demand for canned goods is not heavy, the high price having interfered considerably with the consumption. When canned fruit is offering at 30c-35c retail it is not likely to sell in very large quantities.

IMPORTANT AMALGAMATION

As a result of an important industrial amalgamation recently effected, the International Business Machines Company has been launched with a capital of $2,000,000. The new concern will take over the plants and stocks of the International Time Recording Co. and the Computing Scale Company of Toronto, and the Canadian Tabulating Machine Co. of Montreal. The operations of this latter concern will be transferred to Toronto. A great saving in the cost of management and operation is aimed at by bringing together these three companies. Thomas J. Watson will be the president of the new combination and F. E. Mutton the vice-president and general manager. J. S. Ogsbury is the secretary. L. A. Davidson has been appointed sales manager for the scales division and S. G. Bond, of Montreal, will have charge of the tabulating section. The company has $100,000 available for immediate expansion and will employ 500 men at the outset.

R. M. A. ACTIVITIES

Mr. Newton, the organizer of the district, is in Welland and has stirred up renewed enthusiasm in the Welland association, which has always been one of the strongest of the local bodies.

J. M. Brayley is working at present in the Petrolia, Strathroy and Wyoming district and reports very favorably of the conditions in those places.

Port Arthur Association Reorganizes

There was a meeting of the Port Arthur Association for the purposes of reorganization. The meeting was well attended and the members displayed great enthusiasm.

Jos, Ostiguay, o,f Adamsville, was a visitor to Montreal during the week.

Robert Gillespie, of Winnipeg, was a visitor at the Montreal office of CANADIAN GROCER this week. Mr. Gillespie is here in the interests of his firm, the

FLOUR AND CEREALS

Will Flour Prices Be Higher Soon

Montreal.

FLOUR AND FEEDS.—The firm tone of the flour market, as reported for some weeks, continues. Difficulties are not decreased, and the millers are sometimes at a loss to know just how to meet the wishes of their customers. We are in a position to say that there is reason to anticipate a higher price for flours in the immediate future. Elevator costs are likely to be higher in the immediate future. Jute, used for tying, is higher, and bags are costing more money. Altogether, with the suggested minimum margin of 25c net profit per barrel on flours, it is evident that the miller will have to count his costs carefully, as this is a close profit indeed. Doubtless, the trade will look at the situation as it exists to-day, and be governed accordingly in the matter of their immediate future wants. If anything, the demand is still greater for mill feeds, and while prices for these are unchanged, the market is decidedly firm. Scarcity has demanded that the quantities given dealers buying mixed cars be less than heretofore, and as one large miller put the matter, "we are simply overwhelmed with requests for mill feeds." Feed oats are again higher, with prices increased to 93c to 95c per bushel. In this connection it is interesting to note that oats were 67½c on November 3rd, and that within 30 days they have risen over 14c, and since the end of August nearly 20c per bushel. This applies to the 2 C.W. grade on a cash basis at Fort William. With a short supply of the better grades it would seem there can be little likelihood of a decrease in quotations. As an indication of the situation on mill feeds one large miller is accepting orders only on the understanding that shipment will be made as soon as possible, no definite conditions being agreed to.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	38 50
Shorts	40 00	44 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 93	0 95

Rolled Oats Still High With Firming Tendencies

Montreal.

CEREALS.—The cereal market is in firm condition and in no direction is there any lowering tendency. In rolled oats there is a very firm tone, and prices are very uncertain from day to day. As a matter of fact there is a firmer tendency with some jobbers, who are asking $5.25 for the 90-lb. sacks. In the absence of assurances for future deliveries of the better grade oats there will be a probable firmness to the market and possible higher prices may result in the very near future. The continuous upward trend of oats, if this condition does not change, can have but one effect eventually—that of a higher price for the milled products.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 20	5 75
Oatmeal, granulated, 98 lbs.	5 50	5 75
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 70	5 25
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60
Wheatlets, 98 lbs.	....	5 80

Higher Tax On Wheat May Come

Toronto.

FLOUR.—Intimations have been made in some quarters that an additional tax of 3½c per bushel on wheat is probable. It is stated this may be put on by way of additional carrying charges for wheat. Should this tax be placed on wheat there would then be a total tax of 6c per bushel and this would probably mean that prices would rule firmer. With such a development there is a possibility that lower prices might not be announced by the Food Controller when the price of flour is fixed. In some quarters the opinion is expressed that there will not be any announcement with respect to flour prices but that they will be permitted to drift along as they have been going. There is a continued good demand for flour and mills are again complaining that they are unable to get sufficient cars to move their products.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	- 10.15	- 10.35

Rolled Oats Were On Upward Trend

Toronto.

CEREALS.—There was a very firm market for rolled oats during the week and prices quite generally were in the upward direction. Reports were current that the Western oat crop will not be up to expectation, which coupled with the heavy export demand made a strong position. Wholesalers quite generally advanced their prices, quotations ranging from $4.60 to $4.85 per bag. Some wholesalers are finding it difficult to place orders for immediate delivery on rolled oats, the best delivery the mills are able to promise being some later in December or in January. Corn products were in firm market owing to the light arrivals of corn.

	Five Bag Lots F.o.b. Mills	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$6.50-$ 7.00	$ 7.75-$ 8.00
Barley, pot, 98s	4.85- 5.00	5.50- 6.00
Cornmeal, yellow, 98s.	6.25- 6.35	6.50- 6.75
Corn flour, 98s	6.90- 7.00	-.- ....
Farina, 98s	5.75- 6.00	6.25- 6.50
Graham flour, 98s	5.40-	5.40- 5.50
Hominy grits, 98s	6.90- 7.00	-.- ....
Hominy, pearl, 98s	6.90- 7.00	-.- ....
Rolled oats, 90s	4.70- 4.85	4.60- 4.85
Oatmeal, 98s	5.35- 5.40	6.00- 6.25
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s	5.75- 6.00	6.25- 6.50
Peas, yellow, spit	9.50- 10.00	10.00- 11.00
Blue peas, lb.	-.-	0.10- 0.13½

Above prices give range of quotations to the retail trade.

United States Buyers Were After Millfeeds

Toronto.

MILLFEEDS.—Reports were current during the week that buyers from the United States were in the Canadian market looking for bran and that offers as high as $39 per ton had been made. At the time of writing it is not apparent that any business was taken on this basis. Local mills have been booked to capacity for some time past with the local demand and they are unable to take orders for a time exceeding thirty days in the future. While the general run of quotations remained unchanged for mixed cars premiums were being asked on straight cars of feed and prices ranged as high as $37 and $38 for bran, $43 and $44 for shorts.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35-$36	$37-$38
Shorts	40- 42	42- 44
Special middlings	-.-	-.-
Feed flour, per bag		3.05-3.40

Rolled Oats Jump To $4.30

Winnipeg.

FLOUR AND CEREALS.—The demand for flour continues as good as ever, domestic business holding up splendidly. Eastern domestic business is exceptionally brisk, and with Government orders the mills will be kept running to capacity for the next eight or ten

(Continued on page 38.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 4.—Domestic sardines are gradually mounting towards the old time price on imported sardines; quotations are now $7 and $7.25 per case. New canned tomatoes are here this week and are quoted at $4.75 to $5.50. Shredded cocoanut is now quoted at 32c per lb. Choice evaporated apricots are 26½c. Evaporated apples, fifties are 23½c. Gallon apples are $3.50 per case. Mostly all groceries are higher with some changes in sizes. Lea & Perrins Sauce, Crisco and package currants are all higher this week. Lemon candied peel is quoted at 30c and is reported scarce. New navel oranges have arrived and are quoted at $6.25 per case.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	4 35
Rice, Siam, cwt.	7 00	7 50
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	0 25	0 26
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	12 50	14 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 75	5 50
Corn, 2s, standard case	5 15	5 25
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	....	3 50
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Apples, evaporated, 50s, lb.	....	0 23½
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 50
Salmon, pink, tall, case	8 75	9 50
Salmon, Sockeye, tall, case	....	16 00
Do., halves	....	18 00
Potatoes, per ton	35 00	38 00
Navel oranges, case	....	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Dec. 4.—Christmas trade is opening up well. Cranberries are on the market for Christmas trade at about $15 per barrel. Nearly all lines of Imperial tobacco have advanced in price. Shelled walnuts are quoted at 56c and shelled almonds at 44c per pound. Rolled oats, bails, are up $4.30. Siam rice has advanced to $8.40 per cwt. Tomatoes, three's, standard, are down to $5.25 per case. Corn, two's, are also down, the present quotation being $4.60 per standard case. Finest sockeye salmon is now quoted at $15.50 per case; salmon, pink, is also up being now quoted at $9 per case. In the city here milk advanced to 14c per quart.

REGINA—

Beans, small white Japan, bu.	....	6 75
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	11 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 30
Rice, Siam, cwt.	....	8 40
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 19
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 46
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	....	4 60
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	....	2 75
Apples, evaporated, per lb.	....	0 19½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 4.—With the holiday season approaching Christmas goods are still scarce and several lines show an advance. Raisins, choice, are 12¼c to 12½c per pound and raisins, fancy, 12¾ to 13c. Candied peel has also advanced; citron is now 39c to 40c and orange and lemon 32c to 33c. Prunes are lower at 11c to 11¼c per lb. Rolled oats have advanced to $10.75. Pure lard is firmer at 31c to 31½c per lb. Canned peas are up to $4 per case. Canned apples advanced from $4 to $4.50. Cream of tartar is firmer at 75c to 76c per lb. Evaporated apricots are now off the market.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 75
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 78	0 80
Rolled oats, bbl.	....	10 75
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 52
Eggs, case	0 46	0 48
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 45	0 48
Butter, dairy, per lb.	0 44	0 46
Butter, tub	0 40	0 44
Lard, pure, lb.	0 31	0 31½
Lard, compound	0 24	0 24½
American clear pork	64 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 75	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	0 12½
Raisins, fancy, lb.	0 12¾	0 13
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	8 00	9 00
Oranges, California, case	5 00	6 00
Grapefruit, case	5 00	6 00

FLOUR AND CEREAL

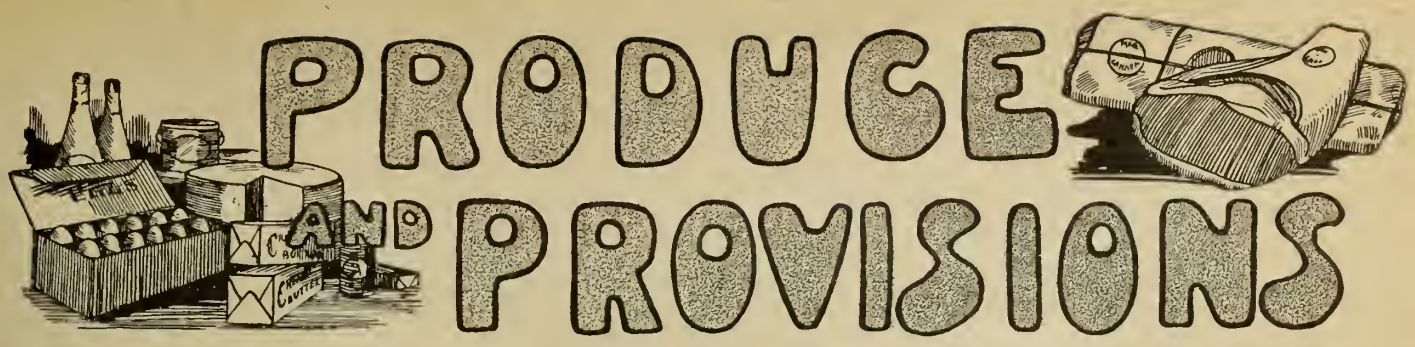
(Continued from page 37.)

months. All mills of over 100 bbls. capacity must take out a license after December 1, according to the ruling of the Food Controller. Rolled Oats—The market last week advanced to $4.30 for 98's, this being the second advance in a week. The reason given for the advance was the scarcity of good milling oats. However, when the $4.30 level was reached, the market weakened somewhat, and at the time of writing there was a possibility that it would decline again. Feeds—There is a good demand still for brans and shorts, and prices are holding at $34 and $38. Cornmeal is the same price, but lower levels are expected towards the end of the year when the new crop comes in.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	4 30
Rolled oats, pkgs., family size	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	4 15
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

MORE ONTARIO FISH

Delegates from the fishermen operating on the western end of Lake Ontario recently waited upon the Hon. Finlay Macdairmid, Minister of Public Works for Ontario, to offer to sell their whole catch. This would add a new source of supply and would materially increase the quantity available for distribution in the neighborhood of Toronto. These fish Mr. Macdairmid stated could not be sold at less than 10 cents a pound.



Meat Dept. Adds 25 p.c. to Turnover

The Park Provision Co., Montreal, Have Found the Addition of a Fresh Meat, Poultry and Fish Department a Very Satisfactory Experiment — Without Greatly Adding to Their Cost of Doing Business — Seventy-five to Ninety Per Cent. of Orders Come Over the Telephone.

SHALL the grocer turn his attention to handling fresh and salt meats, fish, bacon, poultry and other kindred lines? Why not? The field is his neighborhood and beyond, including his own large list of customers, who ordinarily call for their needs daily, or secure their wants by using the telephone. And he would doubtless draw many others not on his lists.

Meat and Provision Department

It is now a little over a year since the Park Provision Co., realizing the possibilities of the situation, decided to add to their grocery department another one for which they felt there was an opening, that of fresh and cured meats, fish, poultry, etc. For this they were well situated, and were fortunate in being able to procure a nice bright store adjoining, which was a duplicate of the grocery department in size, design and appointment. In fact it was a part of their own premises, but had formerly been rented to a butcher.

The management of the firm felt that the line would work in well with that of groceries and the results attending their experiment have been of the most encouraging nature.

Fine Bright Space Allotted

The store of the Park Provision Co. has a frontage of 90 feet. This is divided into three sections, each having a depth of 50 feet. The centre store is used for the display of groceries, and this department is very neat, very complete and convenient, and reflects credit on the firm and its grocery manager. There is neatness in every corner and order on every shelf. This is an appreciated condition upon the part of the women who do, perhaps, 95 per cent. of the buying and there is not one in a hundred, scarcely, who will fail to value neatness and order in this class of merchandising.

The fresh meat department occupying its store, 30 by 50 feet, is fitted with conveniences such as are required for the preservation of newly butchered meats in prime condition, and ample space also is afforded for the care and display of cured meats, poultry, fish, etc. In addition a large stock of pickles and other specialties is carried and these serve to complete the display and to add effectively to the appearance of the interior. Access to the meat department is easy and inviting, there being a large amount of clear glass space between the two stores. Thus, a customer purchasing groceries can see the display of meats, vegetables and other lines carried and is thus invited to step through and make his or her purchase.

A large refrigerator is used for the preservation of meats in their best condition and this is fitted with a partial front of glass. Being built in with a view to neatness as well as utility, it adds rather than detracts from the appearance of the department generally.

Buy Meat From the Abattoir

In making a decision as to whether it was better to slaughter its own meat, the Park Provision Co. decided upon buying its requirements from the abattoir, and for the following reasons. In the first place, the better class of trade, of which this firm had a large following,

The fine frontage of the Park Provision Co., St. Viateur Street, Montreal. Note the fine display windows of both grocery and meat department.

wanted the better meat and it was possible therefore to order from the large killing concerns just what parts were wanted—and it transpires in this instance, that the hind quarters of all butchered meats are bought almost entirely. This method also eliminates the increased burden of overhead charges and it therefore requires less capital to conduct this department. Altogether, it has been found most satisfactory to buy meat rather than slaughter it for themselves.

Direct Effects of Selling Meats

It has been stated that the meat department has been in operation about a year. In this time the firm has done a very nice business, and it is a notable fact that the increased business, attributable to the addition of the meat department, has boosted the grocery turnover to the extent of at least 25%. In the short period, during which the department has been operating, this increase is indeed encouraging and in itself it constitutes a real argument in favor of the combination, with groceries, of a meat department.

The Large Bulk of Business by Telephone

Another point of much interest is that of the volume of business secured over the telephone. "This," said Mr. Bouthillier, the store manager, "is very large. Particularly is this the case on days of the week, other than Saturdays." Once a housewife can depend upon the reliability of her butcher to give service and to supply a uniform quality of meats, she is content to use the telephone and to spare herself the time and labor of making a personal call. The amount of business given over the telephone will run from 75 to 90%, of the total turnover.

Department Run Separately

It is interesting to know that the meat department is conducted separately, and that all receipts and expenditures are thus accounted for so that the net results of each month's business may readily be known. It is really the best way, and when a proper start is made with this end in view, there is little trouble. Two clerks are ample to handle the work, and owing to the large percentage of telephone orders, there is a great saving of time, and orders received can be worked on between calls.

At most seasons of the year there is a certain demand for poultry, while at others there is a good request. Chickens and roosters sell well, while at special seasons there is a reasonably good call for geese, ducks and turkeys. Where one is so located that he may call upon the large dealer for supplies a small quantity of this line may be carried.

Quick Turnover—Small Overhead

There is one feature connected with the handling of meat that is interesting—that of quick turnover. It is not necessary to carry a big stock and even if this were essential, the turn is made very quickly, and may be done on a small margin, although the Park Provision Co. report that the net profits are very satisfactory. The delivery service of the grocery takes care of the meat department deliveries and in this way it may be seen how this part of the regular grocer's service may be used with little added expense to the meat department.

Amount Required to Start

The initial capital required to make an average beginning for the grocer in a town of up to 5,000 population is reasonably small, according to Mr. Bouthillier. A certain outlay would have to be made for some needed fixtures, and these would run from around $500 to $1,500. In many instances these would not cost this amount. It would depend upon the size and style of the various fixtures desired, and these would be comprised of the refrigerator, tools, counters and racks.

The stock necessary would depend upon one's connection, and the extent of trade which one might hope to develop in his district. On an average it is estimated that with an added capital of from $1,500 to $2,000 one might expect to make a satisfactory showing and this amount would cover both fixtures and stock.

The meat department of the Park Provision Company, giving some idea of the ample space devoted to this business.

The attractive interior of the grocery department. Note the effective use of glass display cases.

Making a Meat Dept. Pay Its Way

Some of the Difficulties to be Met—Careful Supervision the Crux of the Situation—An Added Service That Means Business.

CAN the grocery and fresh meat business be satisfactorily combined so that they will prove an aggressive, forceful, paying combination, gaining in strength in proportion to their increased activities? Scott Brothers, Dupont Street, Toronto, have tried this matter out and have unquestionably succeeded in developing a satisfactory business with the two departments combined, and from their experience they state that the crux of the whole question lies in the management of the meat department.

There is no question in their minds that the co-relation of the two departments is a natural one. By this relation they are able to cater to every need of the housewife, and in so doing are unquestionably giving an added service.

But as the store is not a philanthropic institution, and as all its activities and all its services, too, must in the end simmer down to a matter of the ability of these activities and services to get results in profits, the question of the agencies that shall assure these profits is a vital one.

It is here that Mr. Scott notes the danger of the combination of these two elements. This butcher department may not prove a money maker. May even prove a drag on the business, unless there is some capable management. Such management is essential first of all in the buying. There must be a knowledge of the needs of the patrons of the store. There must however in addition be a nice balancing of these needs with the conditions of purchasing that are imposed on the buyer. There must be an ability to sell that will take care of the whole stock purchased. It is in some of these elements where the dangers of a precipitous jump into any activity of this nature without a careful consideration of the conditions are to be found.

Competent Management the Vital Point

Competent management of this department is essential. It is not only that goods should be properly bought, but also that they should be properly sold. There must be no loss in cutting or in waste, or the department will become a drag on the store rather than an asset. For that reason a management that is financially interested in the success of the venture is suggested by Mr. Scott as one of the best ways of achieving this result. It is difficult he argues to get a competent butcher, no matter how honest he is, to take the same interest in the financial end of the business as if he were himself financially responsible.

Therefore where it becomes necessary to turn over the management of such a department to an employee who has not this personal interest it behooves the merchant to be unusually careful. He can only safeguard himself by the strictest attention to this end of the business.

Developing from the Grocery Business

The Scott Brothers started first in the grocery business in a growing section toward the north end of the city. It very soon crossed their minds that there were other possibilities in this direction, that they were serving a wide range of customers who were being compelled to go elsewhere for about half their needs.

This looked to them like a wasted opportunity, and a waste that they promptly decided to remedy. They were fortunately situated, in that while both of the brothers had been trained in the grocery business, one of them had also a thorough grounding in the meat and provision business, therefore when the move was finally decided on, a division of management was arranged whereby one brother took the buying and the general supervision over the grocery department and the other devoted his attention more particularly to buying for and managing the meat department. This arrangement gave abundant satisfaction, because it put an interested party in control in each instance.

Since that time the store has had a number of changes, as the development of the business outgrew its original quarters. At present there is a wide faced glass front, that can be seen in the photo that accompanies this article. On the left is the meat department with a door opening immediately into that department. There is also a door opening directly into the grocery department; for all practical purposes they are two individual stores, save that toward the front of each store is a glass door that opens between the two departments, so that the customer does not have to go outside in going from one to the other. In the meat department is handled only fresh and cooked meats and fish, butter, cheese and eggs that are so often sold in connection with the butcher store come under the grocery department.

While the different departments are under to a certain extent different management, the general machinery is the same for both departments. The stock is not kept separate. For that reason Mr. Scott stated that it was impossible for him to give evidence to prove that the meat end to the business had been a profitable venture. They were quite convinced that it was, because buying and selling were carefully supervised to see that there was no element of wastage, and certainly the general combination had proved a success. As to the question as to whether it had added to their business Mr. Scott also stated that he was unable to give a definite answer. From the time that the meat business was started there had been a noticeable improvement in business. They had however been in a growing section of the city and development in the business was rapid, but whether it was due to any change in the business, or to merely the natural development of the section they were unable to state definitely. Here

The fine frontage of the Scott Brothers Grocery and Provision Store, on Dupont Street, showing the substantial array of delivery trucks that look after the business. The large window to the right is that of the Grocery Department, while that to the extreme left lights the meat and provision end.

also however there was an impression that this addition to their business had unquestionably had its effect. For one thing, there is the volume of practically two businesses, born by an overhead cost not by any means doubled. The room required was a little more extensive they admitted, that added a little to the item of rent. Delivery costs were only slightly increased, if they were increased at all, and the office staff with possibly the addition of another girl in the office was capable of handling that department of the business. Thus the activities of the store were practically doubled with comparatively little extra expense. It would seem on the face of it that this could not but be a good thing. Once again however comes the warning that it is not necessarily good. To double a business and get no profit on the added business means an actual loss, therefore the matter needs careful handling. The grocer who contemplates enlarging his business in this way should first make himself thoroughly conversant with the conditions. He must then of course secure the services of a competent butcher, and the best man will probably be the cheapest in the end. In addition to that he must be prepared to devote a good deal of his own time and attention to this matter. Only so can he assure himself that the development actually means profit to him.

Curbing the Increase in Credits

Quite aside from the incidental difficulties of the business, there is the fact that there will be a considerable increase in credits. This is a point that must be carefully guarded. Mr. Scott states that in their case they had taken a great deal of care in this matter. The time was past he stated when a retailer had to grant credit wherever it was requested. In their case they made absolutely sure that credit was good before it was granted, as a matter of fact the development of their business had not involved a proportionate increase in credits. A good deal of the meat business was done for cash, and the additional credit involved did not mount up to very large proportions.

With this firm each department as has been stated stands on its own feet. There is no effort to make one element of the business bolster up the other. Every effort is made to have the grocery end as complete in every department as it can possibly be made, and the same is true of the meat end. There is no effort to induce buyers to patronize the other department. The two departments are simply presented on their merits as an added service. It is safe to say however that the customers of the store have come to appreciate the convenience of the arrangement, and the addition has beyond doubt been an effective building factor for the business.

Prompt deliveries have been found to be one of the most effective services that the firm can offer. To meet this need they have trucks. These trucks serve both the grocery and meat market end and provide the acme of service in this department.

"In spite of present high prices, Bacon is Still an Economical Food"

This is a quotation from the government pamphlet "How to Live in War Time." How? Because it contains to a much greater extent than any other meat the fuel energy needful to keep the physical system in good condition.

Economy alone is not enough. Satisfaction is equally important. There is no genuine economy unless satisfaction follows. To obtain these results buy your Bacon from

James Reid
559 Granville
One Address Only

This Bacon invigorates and sustains. Here is another quotation from the same source, printed in italics:

"Ill nutrition and disease are too often the results of unskilled marketing."

When you buy Reid's Bacon you are buying a product that is produced and handled only by skilled craftsmen.

Telling the customer what he wants to know a fine type of advertisement from a Vancouver store.

Despite the difficulties that this firm outlines, their own case is an instance of the fact that with proper care this added department may be the means of adding a great element of strength to the business of the store.

A. N. Bourassa & Son, general store, LaFleche, Sask., have discontinued business.

FISHERMAN'S ASSOCIATION HOLDS CONVENTION

The Fisherman's Protective Association of Newfoundland held its ninth annual convention at Catalina. From the point of attendance and enthusiasm this gathering was easily first in the history of the union. There were 200 delegates present representing councils extending from Placentia Bay in the south to Green Bay in the north. On the evening of the second day's session there was an open meeting at which the Hon. W. Lloyd, acting Prime Minister; Hon. J. R. Bennett, Minister of Militia, and Geo. Grimes of the Food Control Board, were present as invited guests of the union and delivered addresses outlining the good that was being done through its activities. At a meeting held earlier in the day the president and founder, the Hon. W. F. Croaker, was made the recipient of a handsome gift, accompanied by many congratulatory words. The headquarters of the union were changed from St. John to Catalina which will from now on be the collecting centre of the organization.

It is expected that during the coming season the union will export to foreign markets 150,000 quintals of fish.

Stocks to the extent of $1,000,000 will have to be carried next year in stores for the convenience of the members.

The Hon. W. F. Croaker was again chosen president of the association.

WET EGGS ARE BAD EGGS TO HANDLE

Approximately 5,016,000 dozen eggs spoil needlessly every year in cold storage in the United States simply because some one has let clean eggs get wet or has washed dirty eggs before sending them to market, according to the specialists of the United States Department of Agriculture. Careful investigations of large quantities of stored eggs show that from 17 to 22 per cent. of washed eggs become worthless in storage, whereas only 4 to 8 per cent. of dirty eggs stored unwashed spoil. The explanation is simple. Water removes from the shell of the egg a gelatinous covering which helps to keep air and germs out of the inside of the egg. Once this covering is removed by washing or rain, which gets to eggs in the nest, germs and molds find ready access to the contents and spoil the eggs. This enormous loss in storage eggs largely can be prevented if producers and egg handlers, especially during March, April and May, will refrain from washing eggs destined for the storage markets and take pains to reduce the number of dirty eggs by providing plenty of clean, sheltered nests for their hens. In view of this great loss of valuable food, the Department urges country storekeepers and hucksters not to accept washed eggs for shipment in case lots. Shiny eggs, especially in the early spring, probably have been washed. All washed eggs purchased should be sold locally for immediate consumption.

Some Information About Hams

How the Regular Hams and Shoulders Differ, and How They Vary in Their Commercial Value—Some of the Cheaper Cuts Just as Healthful and as Profitable as the Better Grade Hams—The Wisdom of Buying Hams of Good Weight.

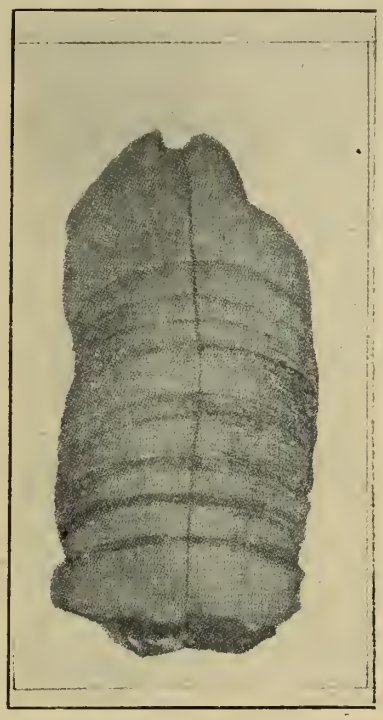
THERE are many merchants to whom a ham is a ham, and they just let it go at that, they all look identically alike to them, or at least they have never attempted to figure out the difference. There is, however, a very vast difference in hams. Three are many different varieties, and several different methods of cure, and the merchant who is going to handle these products successfully would do well to cultivate a better understanding of this important matter. Hams might be broadly divided into three classes; regular hams which are the only variety that have an absolute right to the name and "picnics" and "Bostons" which are not strictly speaking hams at all but represent the cuts from the fore shoulder of the hog.

As far as general food qualities go, and as far as actual taste is concerned, there is no word to be said against the picnic and Boston grades. They are eminently healthful, and just as eminently palatable and vary not so greatly in quality. The taste of the nation, however, has declared for the hind quarter ham, and because there are only two of these per hog the price of these cuts have naturally increased. That is where the provisioner may come in; there are plenty of his customers who would find the picnic and Boston grades every bit as well suited to their needs as the regular ham, and by distributing the demand over the whole hog so to speak, they get the advantage of those who demand a certain part and are willing to pay for it.

Generally speaking, hams to the trade represent "short cut hams." They are made from comparatively plump fat carcases trimmed round and short at the butt and the shank cut off at the hock joint. The difference in quality and the difference in price is the result of the grading of the animals and the cuts shown indicate how the selections are made. The preferred cuts are also given preference in treatment, and the product is of a finer quality as a result.

Why Hogs Are Graded

Packers' hogs will run all the way from 70 pounds to 400 pounds and from this fact it will be evident that the grading of the carcase is an important item, that bears directly on the finished product. The high grade bacon carcases are from 125 to 145 pounds with 140 pounds as the packer's ideal although for hams heavier hogs ranging as high as 200 pounds are also good.



Ham which has been pickled, boned, rolled and boiled for the retail trade.

The better hams are handled in lots of uniform weight so as to get evenness in the curing, and as a rule go to the trade either smoked or boiled.

The ideal ham is twelve to fourteen pounds in weight though as high as sixteen pounds will grade in this fancy quality. That does not of necessity mean that it is the best grade for the merchant to buy, probably the hams ranging from 16 to 20 pounds will be found the best value for the average merchant when he can get uniform quality, for there is naturally less waste on the larger hams in proportion to their gross weight.

First grade hams are selected for thickness and firmness of their lean meat, their plump, well rounded shape, their solid white fat of medium thickness, for their smooth, soft skin and also for their bright color, small shank and absence of bruises. The second grade are deficient in one or more of the qualities named but they must be reasonably good in general quality, a little excess fat is often the cause of putting an otherwise first grade ham in the second class. The third grade covers thin light hams and others lacking in shape and quality, also hams that have been slightly bruised. There is, generally speaking, a strong demand for these among the restaurant trade.

Boneless rolled hams usually go to the trade as boiled meat. They are made from the short cuts by lifting the skin, removing the surplus fat and the bone and pressing or tying in the form of a roll as shown in one of the accompanying cuts.

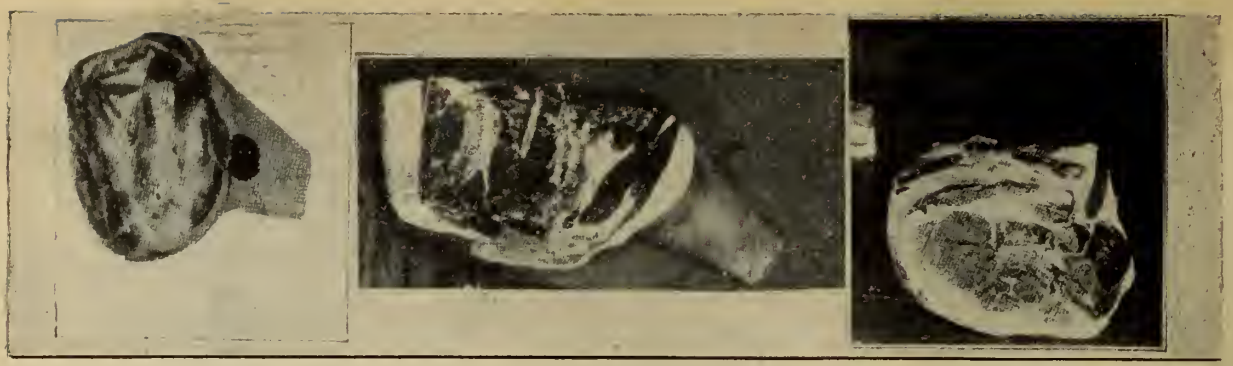
The Shoulder Hams

The shoulder from the prime carcase will provide several choice cuts which are treated much the same as the hams. The shoulder is usually cut between the first and second rib with the jowl trimmed off square.

The picnic ham, now known simply as "picnic," on account of government regulations is cut two and a half ribs wide with the shank cut off above the knee joint, trimmed as full on the face as possible and well rounded at the butt in the shape of a ham. They usually average about twelve pounds and are sold as sweet pickled, smoked and boiled meats; the lighter cuts are sometimes known as Boston shoulders or hams, skinned picnics are usually made from heavier shoulders and are sold as boiled meats.

The top pieces cut from heavy shoulders in the making of picnics are known as Boston butts and when cooked and rolled get the name of cottage rolls, being prepared in the same manner as the

On the left, a newly skinned ham; the others, reading from left to right, are: First, second a nd third selection hams. A comparison will give some idea of how the selection is made.



Shoulder hams, showing the rough shoulder in centre; on the left the picnic ham, and on the right the Boston butt that when cooked goes to the trade as the cottage roll.

cooked hams. There are a number of other butts and plates but they are not usually known to the provision trade and except from the prime animals usually go through as pickled pork.

Hams are usually sweet pickled, the treatment usually taking from 60 to 90 days, the hams going through in batches and in uniform size to assure evenness in curing. The bulk of these pickled or sugar cured hams are smoked before they go to the trade and with the picnics and other shoulder cuts which are similarly cured are often boiled after being boned and rolled. The illustrations which appear in connection with this article will serve to illustrate the different cuts referred to, these are the main varieties of hams that will be part of the stock of the average provision department.

Menace to Canada's Salmon Fisheries

Unwise Activities Are Proving a Drain Upon the Fisheries That They Are Not Able to Bear—The Run of the Lean Years Becoming Lighter, Because the Necessary Fish Are Not Permitted to Escape to Seed the Beds

THE need for careful governmental consideration of the Pacific coast salmon industry, particularly in the Fraser River district, is emphasized in the annual report of the Fisheries Department of the Province of British Columbia. It is indicated that during the past fourteen years there has been a record of depletion—of excessive catches in the lean years; a record, too, of the failure on the part of the authorities of the State of Washington to realize the necessity of conserving a great industry, while on the other hand Canadian authorities have evidenced in unmistakable manner their willingness to deal adequately with the problem. Undoubtedly the prompt action of the authorities on both sides of the international line is now required if the great salmon industry is to be preserved to future generations.

The pack of the Fraser district in 1916 was the smallest ever recorded there, notwithstanding a notable increase in the pack of chum salmon, a species but little used in former years. The total pack on sockeye in the district was about 110,000 cases of which about 70 per cent. went to the canners in the State of Washington.

Regarding the whole situation, the report goes extensively into the pack of salmon caught in the Fraser River District of British Columbia, and the waters of the State of Washington. This report covers a period of eight years, and as a result its figures should give an illuminating view of the situation. It draws particular attention to the vast difference between the catch of the big and of the lean years and also the great difference in the proportion of the catch in the Canadian and American waters.

The pack for the years given includes the last two big years (1909 and 1913) and the last six lean years (1910, 1911, 1912 and 1914, 1915, and 1916). Together they constitute the last two four-year cycles of the run to the Fraser. The grand total for the eight years is 5,775,397 cases, of which 1,939,488 cases, or 33.9 per cent. were packed in the Province and 3,815,909 cases or 66.0 per cent. in Washington. In every recent year, except that of 1915, the catch of sockeye in the State waters of the district has exceeded the catch in Provincial waters. The pack in the State in the two big years exceeded the pack from Provincial waters by 2,671,003 cases, or more than 100 per cent. The pack in the State in 1909 exceeded the combined pack in Provincial waters of the last two big years (1909 and 1913). The sockeye pack in the State in the six lean years exceeded the pack in Provincial waters in those years by 1,038,745 cases, or 157 per cent. The decline in the catch in the lean years is pronounced. The catch in Provincial waters in 1916 was 91,733 cases less than that of the previous fourth year, a decline of close to three hundred per cent. The pack in the State in 1916 was 105,420 cases, or 42.4 per cent. less than in the previous fourth year.

All Fraser River Salmon

This surplus of the American over the Canadian pack has a serious side, in that all the fish packed are of Canadian origin. The finding of two international commissions as well as former Governmental reports unquestionably proves the fact that the salmon taken in the Fraser River district were the four year fish spawned in the Fraser watershed and when taken were attempting to return to these grounds to spawn and die. The catch of both the big and lean years are the product of the same spawning beds, that of the big years showing the maximum productiveness of these spawning beds under the most favorable conditions of seeding, and the failure to seed these beds fully naturally results in the lean years.

The Big Year Can Meet Large Demands

One significant feature noted in the report was the fact that the danger period is in the lean years not in the big years. 1909 and 1913 the last two big years showed the maximum output of beds that had been well seeded. Though the catch of 1909 reached enormous proportions, yet this catch was not made at the expense of the fish necessary to properly seed the beds. This was proved by the fact that the 1913 run set a record for quantity. The fact was, however, established that despite this fact a sufficient number of fish escaped to abundantly seed the beds. The catches of these two big years were not made at the expense of the capital stock.

The danger point comes in the lean years, when the efforts to obtain a sufficient pack proves a drain on the resources, so that not sufficient fish find their way up the river to properly seed the beds. As a result the run of these lean years is yearly growing less because the catch is made at the expense of the supply of fish that are absolutely necessary to seed the beds. They are discounting the future, and under these existing conditions the runs of the lean years must of necessity grow less.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

COMMISSION men were greatly relieved over the advice from the Food Controller at Ottawa to the effect that arrangements are proceeding with the United States Government looking to the admission of cottonseed oil into the Canadian market. Commission men take this as intimation that licenses will probably be issued for the import of this commodity some time during the present week. On the strength of this intimation quotations are again being made by some concerns who were out of the market for delivery after December 15. Live hogs were lower in price during the week and this affected the price of dressed hogs in a movement toward lower levels. Pure lard was slightly easier in tone on this account, with fairly heavy sales reported. Demand for meats is somewhat quiet at present, with the exception of fresh dressed hogs, which are moving freely. Dairy butter was in weaker tone with lower quotations made in certain quarters. The sale of oleomargarine is expected to have a more decided effect on the market for dairy butter than on the sale of creamery butter. Licenses for the sale of oleomargarine have been issued by the Food Controller's department permitting the importation on and after December 10. Storage eggs are still in weak market, but new-laid eggs are in continued firm market with the probability of still higher prices. Turkeys are arriving in fairly good numbers and prices were somewhat easier. Business in produce and provisions is fairly good.

Live Hogs Weaker; Receipts Lighter

Montreal.

LIVE AND DRESSED HOGS.—The receipts of live hogs here are lighter with some improvement in the quality, but this is not yet improved as it might be. There is not the active inquiry of a week ago and price tendency has been downward with a decline over last week of from 50c to 75c per 100 lbs. Dressed hogs are likewise lower and these can be bought at $24 per hundred weight for the heavies and at $24.50 for those weighing up to 90 pounds. Abattoir-killed are slightly higher, some asking as high as $26 for the light weights and $25 for the heavier. Steady prices prevail on the smoked and cured meats with no changes recorded.

Hogs, dressed	24 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	17 75	18 75
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Pure Lard Is Scarce And Prices Very Firm

Montreal.

LARD.—There is a firm tone to the lard market, and prices are steady but unchanged. Supplies are stated to be not heavy, although there is an ample supply as yet for the demand that exists, which is fairly good. Receipts for the past week were light and if these are not improved there will be a tendency to firming of prices.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Shortening Prices Firm; Cottonseed Oil Held Up

Montreal.

SHORTENING.—Owing to the United States government's regulations regarding licenses, several shipments of cottonseed oil were held up in transit. This has been a factor in affecting stocks of shortening here which are reported as only fair. However, the cottonseed oil shipments will soon be released and there will be some relief soon and stocks will improve. Prices are firmly held, though unchanged.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Receipts Dressed Poultry Better; Prices Are Firm

Montreal.

POULTRY. — With colder weather conditions general in the country, the farmers have been killing and sending forward better supplies of dressed poultry. In some cases the quality might be better, but this is gradually improving. The dressed varieties are preferred by the dealers and from now on there will be more of these. There is a good demand among the jobbers and this will be active throughout the coming holiday season. Chickens, turkeys and geese are selling well and all prices are firmly maintained. A few poultry fairs are still to be held and buyers from here will attend these.

Poultry—		Dressed
Old fowls	0 18	0 19
Chickens, crate fattened	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	0 17	0 21
Turkeys (old toms), lb.	0 24	0 27
Turkeys (young)	0 24	0 27
Geese	0 14	0 17

Scarcity Fresh Eggs; Storage Stock Weak

Montreal.

EGGS.—As the season advances there seems to be an increasing scarcity of new-laid eggs, with very little prospect of improvement. These are naturally very high in price and while quotations are unchanged, those who can afford to pay the price will have them at even higher prices than obtain through the trade. Storage eggs are moving some, but so long as any anxiety remains as to stocks in hand, and the probability of these remaining large for a while, the market is inclined to be weak. Some are offering selects and lower grades at more favorable quotations than last week. Others state that there is a likelihood of shipping space being available for export during December, and feel that prices will be fairly well maintained.

Eggs—		
New-laid (specials)	0 60	0 65
Selects	0 42	0 47
No. 1's	0 41	0 43
No. 2's	0 38	0 40

Receipts Of Cheese Fair; Arg'tine Cheese For States

Montreal.

CHEESE.—For this season of the year, there has been a fair movement of cheese, and while the amount received here is of decreased proportions as compared with a week ago, there is a favorable comparison with the receipts of one year ago. Prices are firmly maintained and some business is being done. During the past summer, some large shipments of cheese came to the United States from the Argentine. This is a new development owing to the unsettled conditions in Europe, as no cheese whatever came from this quarter even in 1916. The receipts of cheese here for the past several months have been much below the corresponding period a year ago.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Butter Trading Light; Solid Creamery Down 1c

Montreal.

BUTTER.—There is a weaker tone to the butter market this week. Trading is lighter and while some grades have held

at prices previously quoted, creamery prints are half a cent lower and creamery solids one cent less at 44c per lb. Fresh made creamery is scarcer, and owing to this condition there has been a slightly better movement of storage stocks. The quietness is due, presumably, to a general condition prevailing with the staple lines at this season, when trade favors the more fancy or holiday lines, with a noticeable effect on the every day commodities. Prices are as follows:

Butter—		
Creamery prints (fresh made).	0 44½	0 45
Creamery solids (fresh made).	....	0 44
Dairy prints, choice, lb.....	0 42	0 43
Dairy, in tubs (choice).....	....	0 40
Creamery, storage, solids	....	0 45
Do., storage, prints	....	0 45½

Skinless Codfish Up $1; Frozen Fish Is Active

Montreal.

FISH.—Fewer changes are noted in the fish market this week. There is an advance of $1 per barrel in the price of skinless codfish making the price $12. Tour cod and smelts will be on the market this week, shipments now being on the way. Lobsters are 5c lower at 40c. Scallops are also a little weaker and are selling at $3.50. Owing to a misunderstanding last week, many shipments of oysters were held up and this cause some scarcity here. This was through a confusion at United States points in misinterpreting an order from the food controller, regarding an embargo on certain lines of fish. It was subsequently rectified and from now there will be an ample supply to meet the demand here. Frozen fish trade is good, but the demand for salt varieties is less. The "Advent" abstinence, having been removed this year, has served to maintain a considerably increased demand in several sections of the country for frozen fish and some other varieties. The lobsters supply here is good. Shell oyster trade is fairly active and stocks held in first hands are large, but there will need to be an increased demand or prices will be lower.

SMOKED FISH.		
Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box		0 18
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50.....	....	2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.....$12 00		
Salmon (Labrador), per bbl.....		23 00
Salmon (B.C. Red)		25 00
Sea Trout, red and pale, per bbl.....		18 00
Green Cod, No. 1, per bbl.....15 00		16 00
Green Cod (large bbl.) 16 00		17 00
Mackerel, No. 1, per bbl.....		21 00
Codfish (Skinless), 100-lb. box.....		12 00
Codfish, 2-lb. blocks (24-lb. case).....		0 17
Codfish (Skinless), blks. "Ivory" Brd.. lb.		0 15
Codfish, Shredded, 12-lb. box.....		2 25
SHRIMPS LOBSTERS		
Lobsters, medium and large, lb.....		0 40
Prawns, lb.		0 30
Shrimps, lb.		0 28
Scallops		3 50
FRESH FROZEN SEA FISH		
Halibut	22	23
Haddock, lb.	07½	8
Mackerel	..	12
Cod steak, fancy, lb.	09½	10
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	..	25
FRESH FROZEN LAKE FISH		
Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	....	0 15
Lake trout	0 15	0 16
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No... 1	....	0 15
Smelts, No. 1 large.....	....	0 20
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl..	....	11 00
Malpeque oysters (med.) bbl..	....	10 00
Cape Cod shell oysters, bbl...	....	11 00
Clams (med.), per bbl.....	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 13
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each.....	....	0 18

Live Hogs Down $1 Per Hundred

Toronto.

PROVISIONS.—There were fairly good arrivals of live hogs in the local market during the week and this fact, coupled with the lack of buying on the part of the British Commission, assisted the movement toward lower levels. Fed and watered hogs were quoted down to $17, a decline of $1 per hundred over the figures of last week. In some quarters there was a slightly higher tendency on medium hams, the range being from 30c to 32c. The demand for smoked meats is not heavy at the present time, but fresh killed meats are moving freely. Trade from the lumber camps continues very quiet, as their needs are apparently taken care of for the winter.

Hams—		
Medium	0 30	0 32
Large, per lb.	0 26	0 29
Backs—		
Plain	0 37	0 41
Boneless, per lb.	0 44	0 46
Bacon—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 28	0 29
Wiltshire (smoked), per lb....	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.....	0 27	0 28
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 43
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40
Barrel Pork—		
Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	58 00
Pickled rolls, bbl., 200 lbs....	52 00	54 00
Hogs—		
Dressed, abattoir killed	24 50	25 00
Live, off cars	....	17 25
Live, fed and watered	....	17 00
Live, f.o.b.	....	16 25

Relief For Shortening Situation Expected Soon

Toronto.

SHORTENING. — Manufacturers of shortening were relieved during the week on obtaining the information from the Department of the Food Controller that arrangements were proceeding for the licensing of shipment of cottonseed oil into Canada. Already the United States has granted permits for the shipment to her own possessions, and the Food Controller intimated that it would only be a question of time until licenses were issued for export to Canada. On the receipt of this news on Monday some of the manufacturers again started to quote on the basis of delivery after December 15. Quotations are being made on the basis of 24c to 24½c per pound tierces.

Shortening, tierces, 400 lbs., lb. 0 24 0 24½
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Heavy Sales Of Lard Reported

Toronto.

LARD.—Due to the situation in shortening there has been an active demand for lard from manufacturers. There was a slightly easier tone in the American lard market during the week as a result of lower prices being quoted for hogs in that market. Quotations were made in the local market on the basis of 28c to 28½c per pound tierces. This shows a slight sag from the quotations of last week. Hogs in the local market were down in price, and this had its effect on the lard market.

Lard—		
Pure tierces, 400 lbs., per lb.		0 28½

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Licenses Have Been Issued To Sell Margarine

Toronto.

BUTTER.—Licenses were received from the Department of the Food Controller at Ottawa on Monday of the present week by the various commission houses who had made application to sell oleomargarine. Stipulation was made that the licenses were not to become operative until December 10, and that margarine was not to be brought into the country until on and after that date. A point that has been giving commission men some concern is whether or not the embargo on cottonseed oil coming out of the United States will affect the movement of oleomargarine, since there is cottonseed oil contained in margarine. Dairy butter was in easier tone as a result of the near approach of this commodity. It is the opinion of commission men that the sale of dairy butter will be affected more than creamery butter. There was an easier tone to the market for dairy butter and prices were quoted 1c per pound lower at 42c to 44c per pound for choice dairy prints. There is an easy feeling throughout the butter market.

Creamery prints, fresh made....	0 45	0 48
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.....	0 42	0 44
Dairy, prints, lb.....	0 35	0 40

Storage Eggs Steady; New-Laids In Demand

Toronto.

EGGS.—There was a steadiness to the egg market during the week, with prices unchanged. Commission houses show an evident desire to press the sale of eggs.

In the Chicago market there was a slightly better tone during the week, where an advance of ½c per dozen was recorded on storage varieties. In that market it is asserted that storage eggs are now selling below cost. There is a continued strong feeling in the market for new-laid eggs. Prices were firmly maintained at 60c to 65c per dozen, and intimations were made that they would likely go higher before the winter is very far advanced.

Eggs—		
New-laids, in cartons	0 60	0 65
Storage selects, ex-cartons	0 44	0 47
Storage, No. 1, ex-cartons	0 42	0 44

Buying Of Cheese Not Heavy At Present

Toronto.

CHEESE.—The movement of cheese is light at present owing to the comparatively light local demand. Some commission houses were inclined to give concessions of three-quarters of a cent per pound on September cheese in order to start more of a movement. Quotations were accordingly made on the basis of 22¾c by one concern formerly quoting on the basis of 23½c per pound for new large cheese. June cheese prices were firmly maintained at 24c per pound for large cheese. Prices being paid by the Cheese Purchasing Commission were still unchanged.

Cheese—		
New, large	0 22½	0 23½
Old, large	....	0 24
Stilton (new)	0 25	0 26

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Turkeys Arriving In Larger Numbers

Toronto.

POULTRY.—There was a heavier movement of turkeys to this market from the producing districts, and some commission houses were inclined to reduce their purchasing prices by 1c per pound. Prices quoted by commission men to purchase live turkeys ranged from 20c for old turkeys to 24c per pound for prime young turkeys. Price of dressed turkeys was from 25c for old birds to 28c for young birds. There was a fairly good movement of chickens, ducks and geese from country points. The consuming demand for turkeys and chickens is still quite light and commission men are chilling the birds. Commission men are inclined to go slow on purchase of turkeys for the coming holiday trade, as some were left with considerable numbers on their hands last year.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$0 13-$0 17	$0 16-$0 21
Geese	0 15-	0 18- ....
Turkeys	0 20- 0 24	0 25- 0 28
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....

Prices quoted to retail trade:

Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 25
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 30- 0 35
Geese	0 17-0 19	0 20-0 23

Finnan Haddie Goes Up 2c Pound In Week

Toronto.

FISH, OYSTERS.—There was a decidedly firm trend to the market for finnan haddie during the week, prices having advanced 2c per pound, making the quotation 14c per pound. There were some chicken haddies for sale at 12c per pound, however. Fresh caught trout and whitefish were quoted at 14c to 15c per pound; dressed fresh herring at 8c to 10c per pound. Steak cod for slicing was quoted at 10c to 11c per pound. Fresh frozen lake herring were quoted from 5½c to 7c per pound. Pickled lake herring are being quoted by dealers for delivery in the near future at $4.85 to $5 per keg. The market for pickled lake herring is firm, with every indication of higher prices, as buyers from the United States have been in the market and are offering higher prices than those quoted locally. Smelts are expected to reach the local market in the near future, and in 15-lb. boxes will probably be quoted at 16c per pound. Shrimps are in the market, No. 1 cans being quoted at $1.60, No. 2 cans at $3.10, and No. 4 cans at $6. Oysters in the shell were quoted as low as $10 per barrel.

SMOKED FISH.		
Haddies, per lb., new cured	....	0 14
Chicken haddies, lb.	....	0 12
Haddies, fillets, per lb	0 15	0 18
Ciscoes, per lb.	....	0 17
Kippered herring, per box	....	2 00
Digby herring, skinless, 10-lb.	1 85	2 00
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	3 00	3 40
Acadia cod, 2-lb. blocks	4 00	4 50
Strip cod, lb.	....	0 12
Halifax shredded cod, 24s	2 00	2 20
Salt mackerel, kits 15 lbs.	2 25	2 50
Labrador salt herring, barrels	....	10 00
Do., half barrels	5 00	5 50
FRESH SEA FISH.		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb	0 10	0 11
Haddock, heads on, lb	0 08	0 10
Cod, market, heads on, lb	....	....
Mackerel, frozen, lb	0 12	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, frozen, lb.	0 07	0 08
Pike, lb.	....	0 12
Whitefish, lb.	0 13	0 15
Do., frozen, lb.	0 12½	0 13
Trout, lb., forzen	0 14	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	2 80
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.	....	10 00
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00

Expect Hogs To Decline Further

Winnipeg.

PRODUCE AND PROVISIONS.—The run of hogs has been gradually increasing and the quality improving. Last week the market on live hogs declined under pressure of heavy runs, the price falling from 17c to 16½c, with every indication at time of writing of another decline of ¼c or ½c. Eastern buyers are off the market. Provision prices are firm, likewise lard and compound. Butter—Creamery prices are unchanged, and the volume of local trade is good. There is no outside jobbing trade for the time being. The dairy market has declined in anticipation of the effective importation of margarine. Eggs—Packers and dealers are practically cleaned out of hot weather eggs, and with April quality going into consumption, the volume of business should increase, especially as there have been heavy shipments of early eggs to Eastern Canada during the past week for exportation. The Allied buying commission in New York are taking an active interest in shipment of Canadian eggs. The cheese market is unchanged.

Hams—		
Light, lb.	....	0 32
Medium, per lb.	....	0 30
Heavy, per lb.	....	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 38
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 80
Cases, 5s	....	17 03
Cases, 3s	....	17 10
Lard, Compound—		
Tierces	....	0 23
Tubs, 50s, net	....	11 63
Pails, 20s, net	....	4 90
Fresh Eggs—		
No. 1 candled	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

Embargo Makes Shortening Situation Acute

Winnipeg.

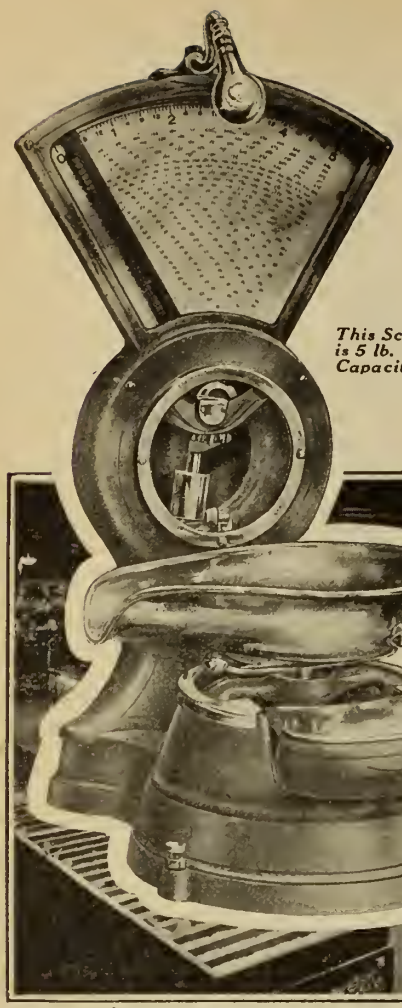
LARD AND SHORTENING.—The market is firm on all edible fats—in fact, on all fats. The shortening situation is rather acute because of the embargo placed on the importation from the United States on cottonseed oil. Canadian stocks are, therefore, light, and are becoming still lighter. Unless the embargo is lifted by Washington, it will mean the withdrawal of shortening from the market. It is expected, however, that some action will be taken.

Would Rather Have Yellow Margarine

Winnipeg.

MARGARINE.—A Winnipeg jobber said this week: "I do not want for a minute to knock margarine, but my opinion is that it is not going to sell. The law is that it shall contain no foreign coloring matter, which means that margarine will be white. The public are not going to buy anything for butter that looks like lard."

Most jobbers expect to be in a position to handle margarine by December 10, and all of them expect to have permits to import it.



This Scale is 5 lb. Capacity.

BRANTFORD SCALES

mean quick accurate service

The Scales you need for the Xmas Trade

EVERY keen, go-ahead grocer should investigate the many merits of Brantford Scales. The Brantford principle of construction is simple and efficient—it is built to give service and satisfaction and it gives both in good measure.

Put a 2-lb. or a 5-lb. Brantford Computing Scale on your Confectionery Counter now and see how it will help your Christmas Candy Sales. Our catalog explains all about the various Brantford models, including the Brantford New Cylinder Scale—a dandy looking and thoroughly reliable scale for bulk goods selling.

Send for the catalog now and we'll tell you about our easy payment plan and our liberal guarantee.

The Brantford New Cylinder Scale

Brantford Computing Scale Company, Limited

BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

All ready for the word from Ottawa!

All our plans are prepared—everything's lined up for the word from Ottawa. We're expecting big business—we're *ready* for big business—as soon as ever the Dominion Government issues the necessary license giving us permission to sell—

OLEOMARGARINE

We have made arrangements to handle the product of one of the foremost and best known manufacturers of oleomargarine in the United States—Wilson & Co., Chicago. We intend selling *three grades,* as follows:—

"MAJESTIC" BRAND

Absolutely the *best.* Churned from the finest materials, to which is added a large percentage of extra quality creamery butter. In color, flavor and texture you can hardly tell this from creamery butter.

"LAUREL" BRAND

A little lower in price, but exceptionally good in quality. You will find this a splendid seller—especially in districts where there is a demand for dairy butter. A high-grade product in every sense.

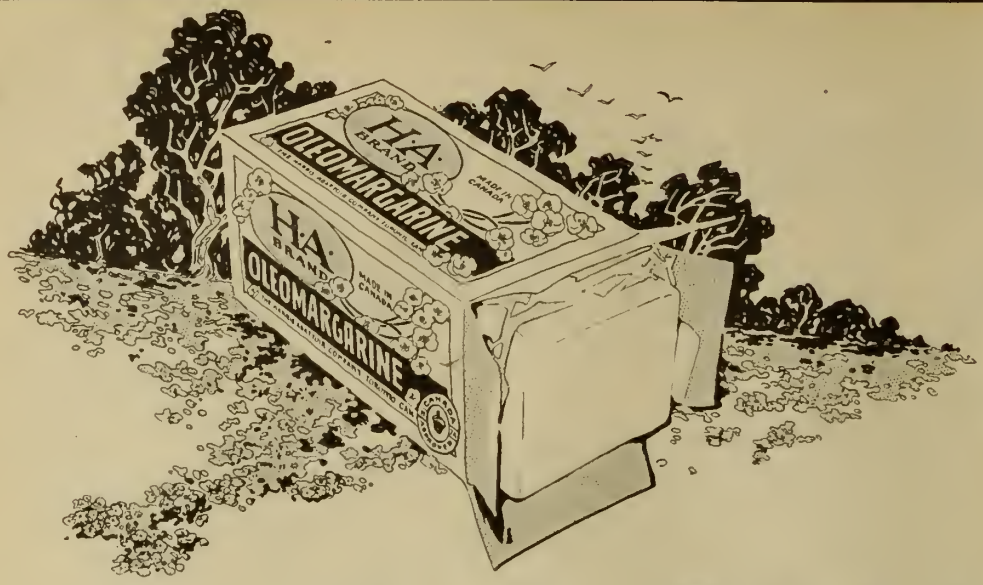
"DIAMOND A" BRAND

Our cheapest line—but quality excellent. Contains a little more cottonseed oil than the other brands and is far superior to the average low-priced oleomargarine. Makes first-class pie crust and pastry, when used as shortening.

Our Travellers will be pleased to accept your order NOW, for shipment as soon as the necessary license is issued.

THE WILLIAM DAVIES COMPANY LIMITED

TORONTO MONTREAL WINNIPEG



H. A. BRAND OLEOMARGARINE—

Why You Should be Ready to Sell This Brand on December 10th.

THIS is the first Oleomargarine made in Canada. It is manufactured in one of the best equipped and most modern Oleomargarine factories on the continent, under the eyes of the Government inspectors. The housewife couldn't be more particular about it if she were making it herself.

H. A. Brand Oleomargarine comes to you fresh and inviting and sweet as a nut—a fine, nutritious food of rare quality.

Put up in unusually dainty one-pound packages, the difference in price between it and the cheapest butter is more than enough to tempt the most reluctant housewife.

Compared to butter, H. A. Brand Oleomargarine represents a smaller investment and will give you a larger percentage of profit.

Get ready to give your customers the best—start them right—or you will lose the Oleomargarine trade forever.

Send in your order to-day.

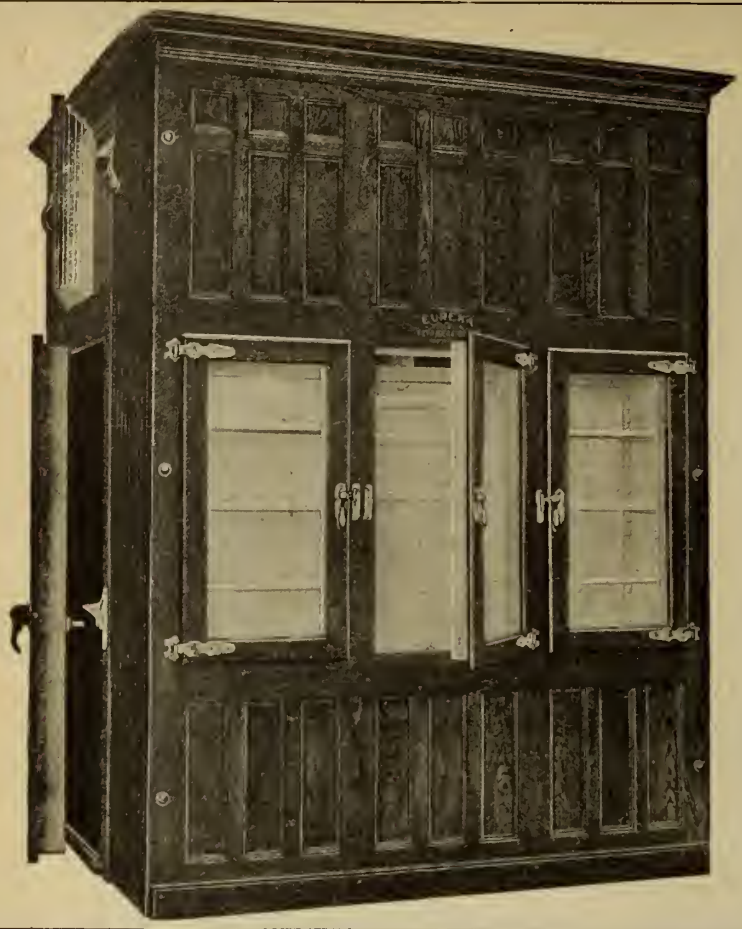
The Harris Abattoir Company, Ltd.
Toronto, Canada

Announcement

Robin Hood Porridge Oats will be licensed by the Food Controller and marketed in the same convenient sanitary packages as heretofore.

The quality of the contents will continue to be our standard, which is unsurpassed.

ROBIN HOOD MILLS, Limited



Let this be your
(*Perishable*)
Food Controller

The proper preservation of your perishable food supplies is a subject worthy your most serious consideration.

After 30 years' practical experience we can safely assert that the

Eureka

to-day represents the very utmost in Scientific Refrigeration.

The Eureka Patented Refrigerator is so constructed that it keeps Fresh Meat (in an unfrozen state) longer and purer than any other refrigerating device yet discovered.

Our catalog will describe each model in detail. We have one that would just suit you.

Write us. No obligation at all.

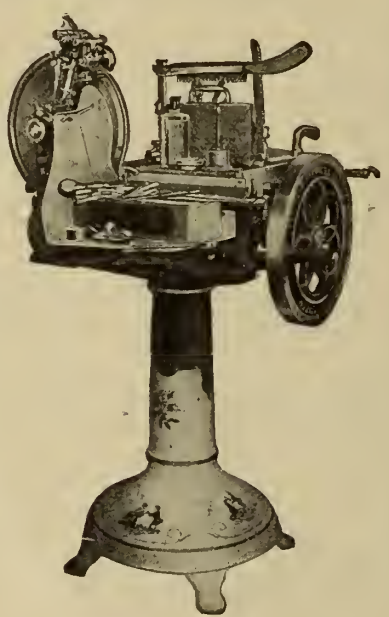
Eureka Refrigerator Co.
LIMITED
Toronto, Canada
11 Colborne St. Phone, Main 556

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Mince Meat

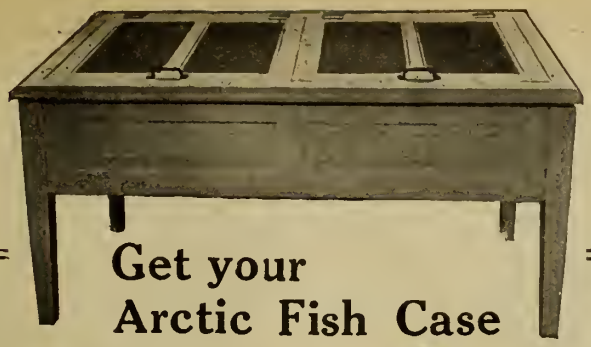
WE are putting up a line of fine *Old English Mince Meat* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kits
40-lb. "
20-lb. "
5-lb. Tins
And 1 Quart Sealed Jars.

F. W. FEARMAN CO.
LIMITED
HAMILTON

If any advertisement interests you, tear it out now and place with letters to be answered.



Get your Arctic Fish Case Now!

ARCTIC

Specially reduced prices during the month of December!

The special offer of the Fish Committee having recently terminated, we have decided, for a limited time, to supply the following attractive bargains:

height 30". Regular price $22.50; special $18.00.
height 30". Regular price $28.00; special $22.00.

Write to-day for full particulars and a detailed description of these two Fish Show Cases.

JOHN HILLOCK & COMPANY
154 George Street Toronto

"RETAIL ADVERTISING—COMPLETE"

By

Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

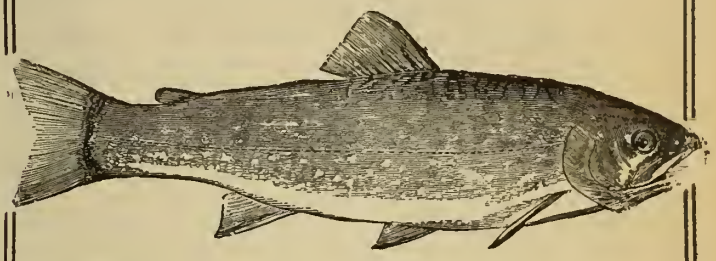
"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending $1.00 for your copy of this book.

MacLean Publishing Co., Ltd.
(*Technical Book Dept.*)
143-153 University Ave. - Toronto, Ont.

December, 1917

—a big fish-eating month



The month of December will usher in the season of Advent—a season when many of your customers will cut down still more on their meat menu.

This, together with the Food Controller's efforts to conserve the country's food supplies, will boost the demand for good fish in every community.

Brunswick Brand

Sea Foods

have established a reputation for better quality that places them in the forefront of "best sellers" everywhere.

Plan now to feature Brunswick Brand constantly during the big fish month—December. Show your stock in window and interior displays and your sales will never lag.

Note the list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Brothers
Limited
Black's Harbor, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

Licensed

Food Controller

We are pleased to be able to advise the trade that the *Food Controller* has granted a license for

White Swan Pancake Flour

and

White Swan Buckwheat Flour

(Self-rising)

Ready for instant use and requires the addition of nothing to make the most delicious pancakes, muffins and gems; and they will be tasty, healthful and uniformly raised. Both lines listed :

Per Case of 2 doz. Packages, $3.00

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, LIMITED

TORONTO, ONTARIO

Knox Sparkling Gelatine Captures Profits for You

Knox Sparkling Gelatine has always been a good profit-maker for the grocer. At the new retail price of 20 cents you make more profit per package than ever, and it will be easy for you to capture more sales by calling your customers' attention to its economy — each package makes four pints of delicious, wholesome jelly—only 5 cents per pint.

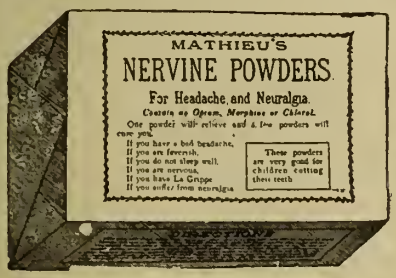
"Make Knox Your Gelatine Leader"

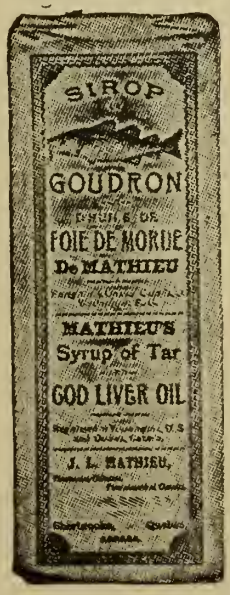
Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

Branch Factory: Montreal, Canada

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.





Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.
Proprietors
Sherbrooke - Quebec

Increase your profits

by displaying and recommending the original Concord Grape Juice.

Marsh's

Marsh's always satisfies. Five-case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company
Niagara Falls - Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ontario
Rose & Laflamme, Ltd.
Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

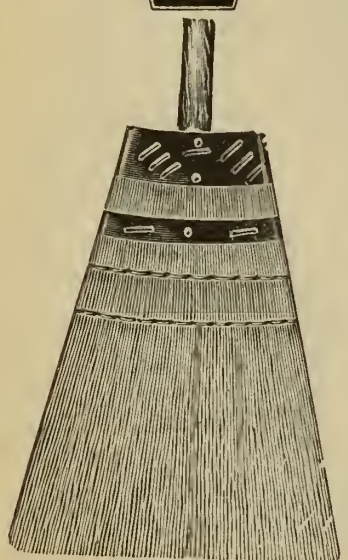
We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

TRADE MARK KEYSTONE BRAND REGISTERED



8 Styles to choose from

We build the Keystone Metal Case Broom with a thorough knowledge of what is required in factories, railways, foundries, etc.

Keystone Brand

Made in various weights, all corn, or corn and bamboo. Cannot be pulled or broken from the heavy Maple handle.

Write for prices, etc., to

STEVENS-HEPNER CO., LIMITED

Port Elgin, Ontario

The "Metal Case" Broom is only one of the famous Keystone Brand Brooms and Brushes.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.80
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher).	

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs	0.10¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case.	5.75
20-lb. tins, ¼ doz. in case.	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs	6 50
½ barrels, per 100 lbs	7 00

INFANTS' FOOD

MAGOR, SON & CO., LTD.

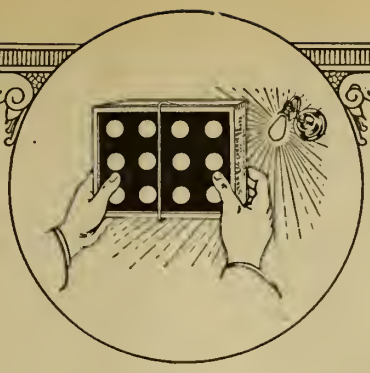
Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads. 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes.	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virgina, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70



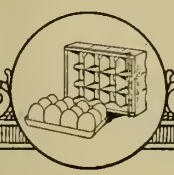
The Star System

For Safe Egg Handling

Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

We can show you a dozen other equally as good reasons why you should be using Star Egg Carriers and Trays. Write us.

STAR EGG CARRIER & TRAY M'F'G COMPANY



JAY STREET ROCHESTER NEW YORK

BULL DOG BRAND
We Clean up Everything
Chloride of Lime
KEEP IN A DRY PLACE
MANUFACTURED BY
The JOHN B. PAINE CO., Limited, Toronto

Bull Dog Cleaners are worth featuring constantly

There are 19 of them all told—dependable, rapid-selling, customer-pleasing cleaning mediums that bring good profits to the grocer.

Get Bull Dog quality, known to every housewife, and you can count on steady selling.

The John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents: Mowat & McGeachy, Saskatoon: Oppenheimer Bros., Vancouver

Charbonneau

The name that stands for

Purity and Quality in iscuits and Confectionery

Are you displaying

IMPERIAL Maple Cream Butter?

CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 463

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.

Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.

Lunch Ham—1s, *$4.25; 2s, $8.

Ready Lunch Beef—1s, *$4.25; 2s, $9.

English Brawn—2s, $8.50.

Boneless Pigs' Feet—1s, $3.50.

Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.

Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.

Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.

Cambridge Sausage, 1s, $4; 2s, $8.

Boneless Pigs' Feet, ½s, $2.50; 1s, $3.50; 2s, $8.50.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.

Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2.

Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50.

Ox Tongues, glass, 1½s, $14; 2s, $17.

Mincemeat, in tins, 1s, $2.70; 2s, $3.80; 5s, $12.
In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
In Glass, 1s, $3.25.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.

Pork and Beans, Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup, $1.75.

Clark's Chateau Concentrated Soups, 13 kinds, $1.25.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.

Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.

Canadian Boiled Dinner, 1s, $2.50.

English Plum Puddings, ½s, $2.45.

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

XMAS FRUITS

The time is near for deliveries. Our offerings will comprise

Navel, Valencia, and Florida Oranges

Grapes Figs Dates Nuts

California Cauliflower and Head Lettuce, Fancy Boxed Apples — Pears, Tangarines, Pomegranates.

Celery Bananas Holly and Wreaths

A large assortment and best goods to fill your orders.

YOUR BUSINESS SOLICITED.

WHITE & CO., LIMITED

The Wholesale Fruit and Fish

Toronto

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

"How to Hire, Train and Supervise Men"

"Getting Better Results From Salesmen"

Learn how successful business men handle these important problems by reading

Management and Salesmanship

By

Hugh Chalmers, Pres. Chalmers Motor Car Co.
John Lee Mahin, Pres. Mahin Advertising Agency

This book is written in a clear, concise style easily understood, every paragraph a mine of good solid facts prepared by these two thinkers and workers. You cannot afford to be without this book if you have management and salesmanship problems to solve.

The price is only 50 cents. Send for your copy to-day; the supply is limited.

MacLean Publishing Co., Ltd.

Technical Book Dept.

143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributers in every territory. ASK THEM

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

A WELL-ESTABLISHED GENERAL BUSINESS, stock and fixtures for sale, in splendid farming district in Oxford County. Good reasons for selling. Apply George Dennis, Woodstock, Ont.

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EXperienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leathem, 53 Victoria St., Belfast, Ireland.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

ADEL. 760 WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Kindly mention this paper when writing advertiser

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER

143-153 University Ave.
TORONTO, ONT.

Yesterday, To-day, To-morrow—

PURITY FLOUR

is Absolutely Uniform in Quality

From the careful selection of Western Canada's finest wheat to the milling and packing of Purity Flour, repeated tests are made by our experts to make sure that our high quality standards are maintained.

What Purity Flour does for the housewife's baking to-day it will do to-morrow—and for every to-morrow to come.

It is absolutely dependable for all baking purposes. You can safely recommend it.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.

HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

APPLEFORD'S SANI-WRAPPERS

It's Service That Counts

Why should people patronize your store? Your competitors probably have about the same quality of meats, vegetables and staples. Package goods are, of course, identical.

It's service that counts—the little attentions, cares and courtesies. Wrapping parcels in Appleford's Sani-Wrappers is one of the important things that invite favorable attention and comment. People will pass other stores to come to yours if you give them the Appleford kind of service.

ASK YOUR JOBBER FOR SANI-WRAPPERS

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG AND VANCOUVER

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, DECEMBER 14th, 1917 No. 50

When she asks for matches hand her Eddy's "Silent 5"

It's the safest match in the world, a chemically self-extinguishing match, the result of 66 years of practical match-making experience.

The big feature of the "Silent 5" is the complete absence of smouldering or burning after the match is blown out. This improvement, coupled with the Eddy quality reputation, is making the "Silent 5" the biggest seller of the match world.

Be sure you are well stocked with this Eddy line. There are 30 brands of Eddy's matches, comprising 15 to 20 Domestic. Wax Vestas in several sizes. Gaslighters, Eddystone Torches, Flamers, Etc.

EDDY

ESTABLISHED A.D. 1851.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Important Notice

The International Sugar Committee at New York have fixed basis for new Cuba Raw Crystals at $5.92 duty paid New York. This is one cent lower than recent prices ruling for Cuban Raw Crystals. The new crop of Cuban Raws will commence arriving in January.

The prices of refined sugars will necessarily have to decline in sympathy with the lower prices for Raws.

The St. Lawrence Sugar Refineries, Ltd.

Montreal

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks— minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

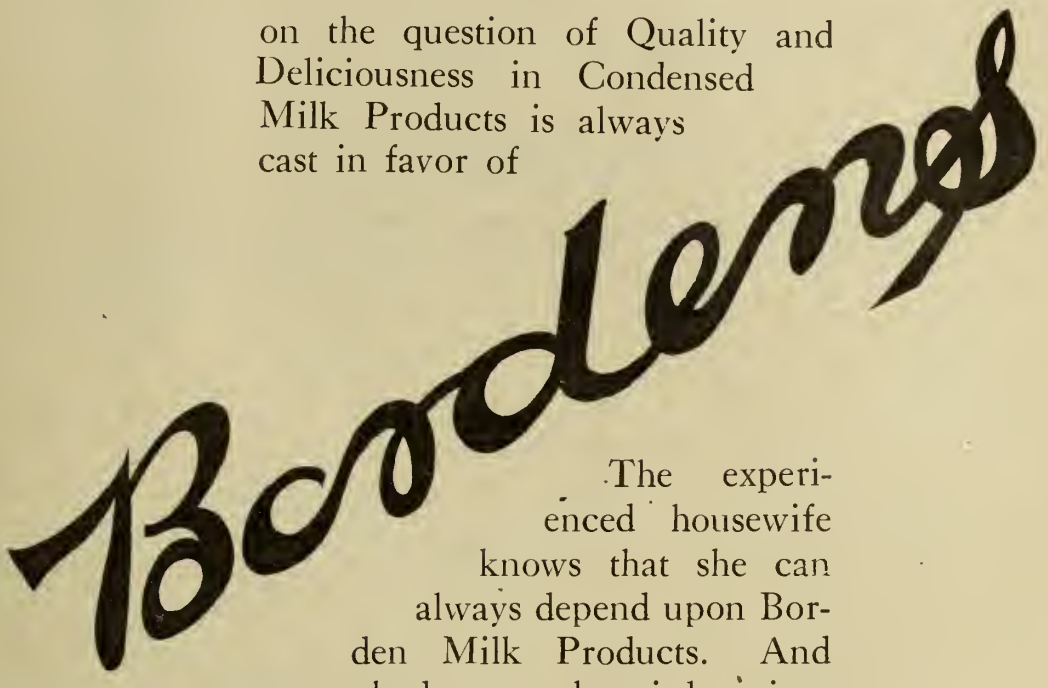
BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

The Women's Vote

on the question of Quality and Deliciousness in Condensed Milk Products is always cast in favor of



The experienced housewife knows that she can always depend upon Borden Milk Products. And everybody everywhere is learning, through our consumer advertising how very good the Borden lines really are.

Live, aggressive dealers in every community are pushing Borden Milk Products and making good money by so doing. Be one of them. Show your Borden stock in to-day's displays.

Bank on Bordens.

Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

TO MANUFACTURERS AND SHIPPERS!

Are you interested in a first-class packing-case for shipping your goods? If so, we have it.

4-ONE WIREBOUND BOXES

Bound to be the Universal Packing Case.

BECAUSE:—1—They are Strong, Light, Secure, Economical.

2—The strength of 4-ONES is measured in terms of steel wire and not in terms of wood.

3—The peak load is carried by the wire.

4—Cuts the freight cost 50 per cent.

18,451,526 used in 1916

Write us for particulars and literature. We will make you samples and will have them demonstrated.

All manufacturers know the difficulty in getting seasoned lumber for their requirements and the high prices they have to pay. The coming year will see still higher prices, caused by the shortage of labor, the extra heavy demand for boat building and the greatly reduced output from the sawmills.

Look into our proposition to-day. Be prepared.

CANADIAN WOOD PRODUCTS,
LIMITED

1000 Gerrard Street E.
TORONTO

If interested, tear out this page and keep with letters to be answered.

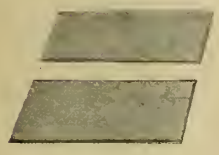
4-ONE WIREBOUND BOXES

knocked down, consist of four separate sections, top, side, bottom, side, connected only by continuous steel binding wires, and of two separate end pieces:

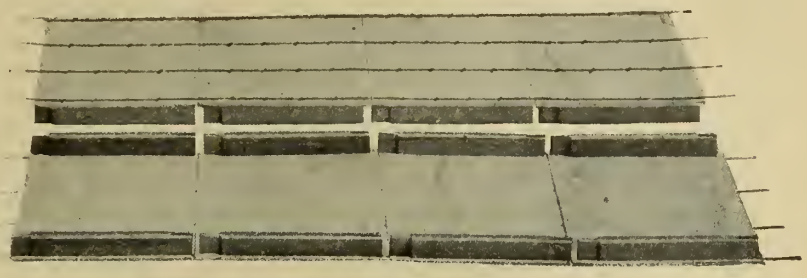
The four separate sections are separated from each other by a distance less than the thickness of the thin boards, so that the wires are tensioned at the corners when the sections are folded.

4-ONE Boxes are made by folding these four separate sections at right angles to each other, which tensions the wires at the corners, causes the top and bottom sections to overlap the side sections along the full length of the corners, and gives tight, square corners. The end pieces are nailed or stapled to the cleats from the inside.

Outside View

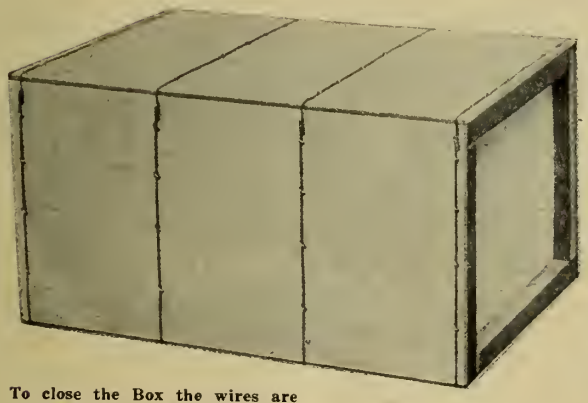


End Pieces

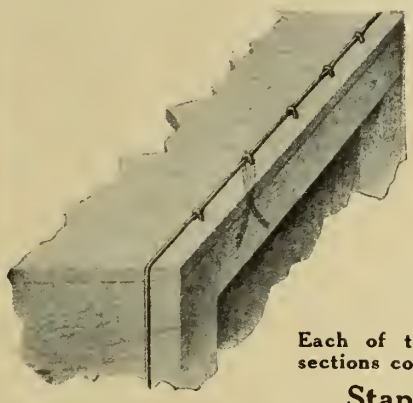


Inside View

4 SECTIONS CONNECTED BY WIRES



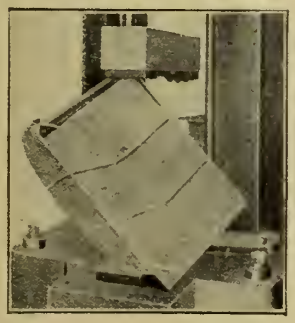
To close the Box the wires are twisted together at their ends.



Cross section of cleat, showing how the staple is anchored.

Each of these four separate sections consists of:

Staples, Wires, Thin Boards, Cleats



Bulging strains are also resisted by the steel binding wires.

The staples are driven, straddling the wires, through the thin boards, and into the cleats, and are anchored in the cleats.

Staples, wires, thin boards and cleats, in each section, because of the above unique construction, become ONE.

Under external strains, the four separate box sections slide on each other at their edges, causing the strains to be taken up immediately by the tensioned steel binding wires and to be borne by these steel binding wires during the whole period of strain.

Staples, wires, thin boards and cleats of each separate section, due to the unique construction illustrated above, are compelled to work as ONE. Four acting as ONE.

Each of the four separate sections is compelled to work during the whole period of strain, and the four sections work together as a unified and co-ordinated whole.

CANADIAN WOOD PRODUCTS, LIMITED

1000 Gerrard Street East, Toronto

If interested, tear out this page and keep with letters to be answered.

Ontario or Quebec?

Victory Loan money—the $415,000,000—which Province will get most of it? It involves the question of labor. Some say that Quebec will benefit most. THE POST for last week the answer.

Priority Board for Ontario

THE embargo which the United States has put on certain raw materials is hurting Canadian industry in several ways. The feeling is growing that Canada should have a Priority Board which will work in conjunction with a similar board at Washington to assure Canada sufficient supply of needed raw materials to enable Canada to continue certain industries without let or hindrance. The Canadian Manufacturers' Association had a meeting this week to enquire into the whole matter. Read about the proposed solution of a serious difficulty in this week's issue of THE FINANCIAL POST (out to-day).

Saving Billions for Uncle Sam

ONE thousand or so big business men of the United States have volunteered to serve the United States Government, without pay, to help the Government get goods at rock-bottom prices and to organize industry at this time of pressure and crisis. Read in this week's POST this second article of a series by FINANCIAL POST Editor, who went to Washington to get his material and facts first-hand.

$30,000,000 Per Month

IT is authoritatively announced that Canada will receive British munitions orders every month throughout 1918 to the tune of at least $30,000,000—this in addition to what similar business we are getting and to get from the United States. This spells continued industrial and commercial prosperity for Canada. Read about it in this week's POST.

Securities News—Every man owning Canadian securities needs to know just how the market stands with reference to the securities he holds or may think of buying or selling. In THE POST, for 6 cents a week, he can get the very best and latest news about every listed Canadian security, and a rare amount and quality of authoritative and well-informed information. THE POST is invaluable to investors. Also, it is readable in the extreme.

Subscription price is $3 per year. It is published every Saturday.

FINANCIAL POST OF CANADA

143-153 University Ave., Toronto

FOR CONVENIENCE IN ORDERING THE FOLLOWING FORM MAY BE USED:

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me THE FINANCIAL POST regularly, for which I will remit the annual subscription price of $3 on receipt of bill.

NAME .....

ADDRESS .....

C.G.

TEA MARKET

Conditions are becoming more complicated each week. We cannot foretell how much more acutely the shipping situation will develop during the next few weeks.

The customers who have acted upon our advice to purchase for their requirements for six months have reason to be pleased at having done so.

Have you protected yourself?

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St. **Montreal**

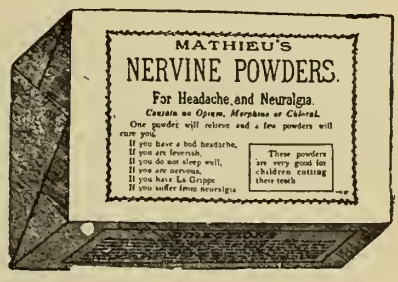
A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.

Church and Dwight
LIMITED
Manufacturers
MONTREAL


MATHIEU'S
NERVINE POWDERS.
For Headache and Neuralgia.
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe
If you suffer from neuralgia
These powders are very good for children cutting their teeth

Worth featuring at any time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

These Advertisements

will appear in **MACLEAN'S MAGAZINE** for the months of December, January and February. They are three in a series of twelve—one each month—to appear in this national magazine. They are placed there to acquaint the Canadian public of the goodness of

St. Williams Jams and "Curling" Brand Marmalade

Also, to make your work as a distributor of these superior lines easy and pleasant. We believe in helping you, by consumer advertising, to sell what we sell you.

> But there is this thought in addition: The goodness of St. Williams' Products leads to continuous demand by the public. Which means that St. Williams' Products become self-sellers eventually.

Attractive packages, quality supreme, consumer-advertising—these are three good reasons why every good grocer in Canada should give his favor to our lines. When our representatives or agents call on you, give them, first, a good hearing; then a good order; for you will find it good business to sell our goods and to be linked up with a firm which helps you sell your stock.

St. Williams Fruit Preservers

St. Williams **LIMITED** **Ontario**

Maclure & Langley
Toronto and Winnipeg

Selling Agents

Geo. Hodge & Son, Limited
Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.
Grocery Brokers
Manufacturers' Agents
WINNIPEG

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding

The Canada Nut Co., Limited
"Specialising in Shelled Peanuts."
Large stock always on hand.
VANCOUVER, B.C.

Would you like better Western representation?

We can give it to you. We are equipped—splendidly—in every respect to give you the best possible results.

Ours is an old-established and reliable firm. Our twelve representatives are in touch every day with the wholesale and retail trade of the West. (Our salesmen are constantly calling on the Western retailers).

Write us now for full particulars of our selling organization.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

WHOLESALE GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS AND BROKERS
DISTRIBUTION AND SERVICE FROM COAST TO COAST.

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

If you want
Split Peas
let us hear from you.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

Complete Trade Connection.
JOHN E. TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

Results Furnished

C. B. HART, Reg.
Wholesale Grocery & Merchandise Brokers
489 St. Paul Street W., Montreal
Efficiency Guaranteed

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

There is an Information blank on page 58. Use it

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

If you are about to order your supplies of Laundry Blue, remember that

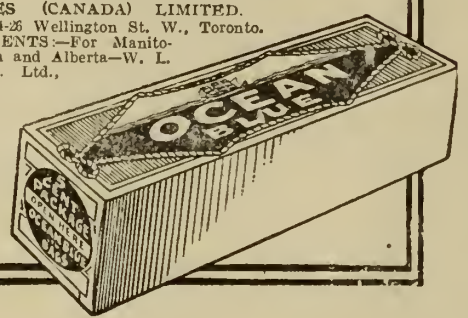
5 C.

OCEAN BLUE

packets will add to your reputation, as well as your profits. It is the Blue that helps most on washing days.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

Anchor Caps on Your Orange Marmalade

When you order your new orange marmalade, specify Anchor sealed glass.

Their attractive appearance will mean new sales and because the customer gets the goods with their full flavor and freshness they make repeat sales easy and sure.

Goods properly put up and sealed under Anchor Caps retain their freshness and flavor indefinitely under the most trying conditions. They prevent leakers, spoiled labels and unsaleable goods, which means that all your purchase is saleable at full retail price.

Push goods sealed under Anchor Caps and reap your reward in satisfied customers, increased sales and added profits.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

Customers' Favorites are Easy Sellers

Customers' favorites are those products she can order by 'phone or send the children for. Women all over Canada know Shirriff's so well and favorably that they order them off-hand, like staples.

Shirriff's *Jelly Powders*

flash into women's minds easily because the Shirriff reputation for quality has been a household word for years. All this means easy, quick sales, and many of them.

Shirriff's are prepared in many fruit flavors. The jellies they make are captivating in their beautiful colorings. And you know what such an attractive dessert means to a woman. She wants you to sell them to her.

Push Shirriff's this fall. Display them. Our free window displays will help you. Write us for particulars.

Imperial Extract Company, - Toronto

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory. Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
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Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

EGGS AT 10c Per Dozen

A TEN CENT PACKAGE OF
"POPULAIRE'S"
EGG POWDER

is equal to one dozen eggs for all cooking purposes, such as cakes, puddings, etc.

The product is absolutely pure and perfect results are guaranteed.

Order Today—Your Customers Will Buy It

WRITE US NOW

THE IMPERIAL CO. REG'D
645 St. Valier Street Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

License Granted

Mr. Grocer:

Our application for a license to manufacture and sell Kellogg's Toasted Corn Flakes has been granted.

You can now purchase and sell Kellogg's Toasted Corn Flakes in the Red, White and Green packages as heretofore. The original.

Made in London, Ont.

The demand already is very heavy, retailers are well sold out. Get your order in early for prompt delivery, for Kellogg's Toasted Corn Flakes, the quick seller. Always the best and most profitable Corn Flakes.

The Red, White and Green Package.

Only made in Canada by

The Battle Creek Toasted Corn Flake Company, Limited

HEAD OFFICE AND FACTORY: LONDON, ONT.

If interested, tear out this page and keep with letters to be answered.

Prohibition has increased tea sales

SINCE Prohibition came into force there has been an increase in tea sales.

Are you getting your share of this increase, or is the pedlar getting it?

The pedlar is keen after this business, and the best way to keep him from getting it is to sell your customers a line of tea the pedlar cannot get.

Red Rose Tea is sold only to the trade. The pedlar cannot match its distinctive blend, its distinctive flavor, its distinctive name and trade-marked package. Red Rose is something "different" to sell your customer, whereas bulk tea is just ordinary tea to her, whether you sell the tea or the pedlar sells it.

Red Rose Tea is a trade-winner for the progressive grocer.

T. H. ESTABROOKS CO., LIMITED

St. John Toronto Winnipeg Calgary

The Solution of the MILK PROBLEM

Frozen milk, sour milk, uncertain deliveries and high cost, are all vital problems to every housewife. Women welcome any suggestion that will overcome these difficulties. Klim—which is all the food value of pasteurized, separated milk, in powder form—will not freeze or turn sour, and can be used from the tin as needed.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO

A pound makes four quarts. Suggest Klim to your customers and divert the milk business and profits into your store. Klim is a steady repeater. It is replacing liquid milk in thousands of homes all over Canada.

Order from your Wholesaler.

CANADIAN MILK PRODUCTS, LIMITED

10 William Street, Toronto 10 Ste. Sophie Lane, Montreal
W. H. Escott Limited, Winnipeg Kirkland & Rose, Vancouver

Bull Dog Brand Products

will give you a firm grip on big business

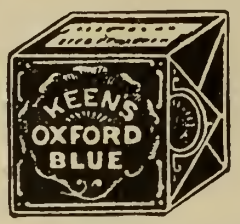
There are 19 of them — 19 quick-selling household necessities that every housewife needs. Bull Dog Brands offer the highest value in quality and quantity.

The John B. Paine Co., Ltd.

TORONTO and WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

KEEN'S OXFORD BLUE



Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

COWAN'S COCOA—

"Perfection Brand" Purest and Best

"In Every Home"!

Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians

B-25

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, DECEMBER 14, 1917 No. 50

All Food Distributors to be Licensed

Far-reaching Proposals of Advisory Committee to Food Controller, Will, if Adopted, Radically Change Conditions Existing To-day.

By Special Correspondent at Ottawa.

RADICAL PROPOSALS

Every retail grocer in Canada to be licensed.
All present dealers to get licenses under certain conditions but proposed plan would make it harder for new men entering the trade.
New dealers to have previous experience and at least $1,000 capital.
License number to appear on all stationery.
Nominal fee charged for license.
Wholesale grocers and foodstuff manufacturers to be licensed also.
Status of retailer, wholesaler and manufacturer to be clearly defined.

OTTAWA, Dec. 12.—A number of more or less sensational changes in the conduct of the grocery business in Canada have been proposed to Hon. W. J. Hanna, Food Controller, by representatives of retailers, wholesalers and manufacturers acting through an advisory committee.

These changes have been summarized above and are so comprehensive and far reaching that if they become effective—and there is every possibility that a number of them will—it is the feeling of prominent members of the trade that many of the old standing abuses that have crept into the distribution of food products will be eliminated. They involve some rather drastic changes.

It was stated in last issue of CANADIAN GROCER that some influential members of the trade had been called to Ottawa to confer with the Food Control Department on methods calculated to better the present existing conditions. It was later found out that these men were wanted to act in somewhat of an advisory capacity in framing proposals that if put into effect in the end tend to lower cost of distribution of food and therefore ultimately reduce the price.

In the rough, the program outlined is somewhat as follows:

The Retailer's License

Every retailer would be required to have a license under the new proposals. This would be granted to all existing businesses. These businesses would however be compelled to maintain a certain standard. The stores would have to be kept in sanitary conditions and have a certain measure of equipment. This necessarily means they would have to be inspected.

For the man who desires to get into the trade the course would not be quite so simple as it has been in the past. To obtain a license it would be necessary for the applicant to have served an apprenticeship of some years in some grocery business. In this connection two years has been mentioned. He would moreover have to have a certain financial backing. The capital to begin with would in all probability be placed in the neighborhood of $1,000. The store he occupied would have to possess sanitary conveniences and sanitary equipment capable of the proper protection of the goods to be sold. Only under some such terms would a license be granted, if these suggestions go through.

The license fee would be merely nominal. It is probable, for instance, that a small business would carry a license fee of only a dollar a year while a business having a turnover of a hundred thousand would have a license fee of five dollars, and five dollars for every additional $100,000.

The funds thus obtained would it is suggested be used for administration expenses. What are these expenses likely to be? There is a suggestion of the appointment of provincial committees with representatives of the manufacturing, wholesale and retail interests. These would form advisory committees to work in conjunction with the Deputy Food Controller, while a committee from these committees would form a Dominion advisory council. The expenses of these organizations would be met by the license fee imposed, so that there would be no call upon the government for assistance. So far the proposal applies only to foodstuffs.

Defining the Status of the Different Branches of the Trade

A definite understanding of the status of each branch of the trade is another important item on the proposals. This will decide the conditions that constitute a manufacturer, a wholesaler or jobber, or a retailer. There have been tendencies at times for these different activities to overlap one another. Under this new regime the character of each distributing activity will be definitely defined.

All Food Activities to be Licensed

To achieve this result every manufacturer, wholesaler and retailer will be licensed. This license will empower them to conduct activities along the defined line of the department to which they belong. No wholesaler, for instance, as such, will be permitted to sell direct to the consumer, save in the case of hotels and restaurants. If the wholesaler so desires he may also on the payment of a small fee and on giving certain undertakings be granted a retailer's license. This license number, however, as well as his wholesale license number must in such a case appear on all his stationery, letter-heads, bill forms, etc. In this way it is made perfectly patent and above board the kind of business that the firm is doing.

This license according to the proposals of the committees of the various branches of the trade would also prohibit the selling by manufacturers at cut rates to large mercantile activities. The manufacturer under the condition drafted to be presented to the Food Controller's department would not be prohibited from selling direct to the retailer if he so desires; but he would be required to sell at a figure not lower than he would be willing to sell the same quantity of goods to the recognized wholesale trade.

It will be seen that these proposals if acted upon by the Food Controller's department ensure a very clear cut line between the different branches of the

(Continued on page 29.)

Fate of Wheat Foods Undecided

No Licenses Yet Issued For the Manufacture of Wheat Foods—Questions Put to Applicants Seem to Indicate Food Control Department Still Clings to Bulk Idea—Report of Package Committee Interesting.

LATE last week as was forecast in last week's CANADIAN GROCER there was an announcement from the Food Controller's office that it had been decided to license specific cereals to be manufactured in bulk under certain conditions. Up to the present many manufacturers have received assurance that licenses will be granted them for a variety of cereal products. As far as CANADIAN GROCER has been able to discover, however, there has been no license yet issued for the manufacture of wheat foods. In some instances application to manufacture these products was made at the same time as the application for other cereal foods. In the one case the manufacturers have been assured of license in one instance, and in the case of wheat products have been sent a questionnaire asking what action the manufacturing company had taken with the idea of conserving wheat by substituting other products in its place, and what consideration had been given to the matter of lowering the price of the product.

Selling in Bulk Will Not Aid Conservation

The evident implication is that wheat products are not being judged on quite the same plane as other cereal products. It would almost seem that there is still a tendency to believe that selling goods in bulk will result in conservation of the product. This would hardly seem to be justified by the investigating committee's contention that the package goods actually do cost more than the bulk. There is a feeling too among the trade that this hesitation to grant licenses for wheat foods argues that the Food Controller still stands by his prohibition on this one point. If selling goods in packages makes them cost more, then that in all good sense seems to be one way at least of curtailing consumption. If on the other hand wheat foods are sold in bulk, and at a cheaper figure, it is reasonable to suppose the public will begin to take an extra interest in these cheapened foods, and all that the Food Controller claims to be striving for will have been lost.

Costly Delay

Still the delay goes on, and the grocery trade generally is put to a great deal of trouble and loss. In that connection it might be mentioned that a month or more after the order forbidding package goods was passed, a month when the industries connected with package goods were practically dead, when many factories had practically ceased to operate, when others had been compelled to let a number of their employees go, when industry had been disturbed, when loss of time and goods, and a general disruption of trading conditions had been engendered, then the Food Control Department were content to listen to the voice of the trade, and incidentally the voice of the public behind that trade, and realize that the original order had been ill advised. The withdrawal of this order is a matter on which the trade may well congratulate themselves, but perhaps it is not too much to say that the Food Control Department is getting experience at a somewhat too great cost to the interests that they are supposed to be regulating. It ought to be possible to regulate without temporarily ruining business. It is certainly hardly too much to expect that a drastic order such as the package goods order should be promulgated without the fullest understanding of conditions. The unnecessary wastage that has resulted from the uncertainty due to the order must unquestionably be charged against the Food Control Department, and as far as can be discovered there has not been a single item of compensation to be set against this loss.

The report of the special committee appointed to consider this matter notes some interesting points. Probably the most interesting of these is the prohibition of premiums or prizes in these package goods. It is not likely that there will be any great wail of protest over this prohibition on the part of the manufacturers. The premium idea is one that has been kept alive by its own momentum. It is probable that very few of the firms who have adopted this method have any great love for the system, and they will probably see the idea killed without any great degree of regret. The regulations prepared by the committee as forecast in last week's CANADIAN GROCER require that all packages of cereals of less than twenty pounds weight must bear the license number of the commodity in question. The price charged the public must not exceed an amount allowing only a reasonable profit on the cost of such cereals in bulk, plus the cost of containers. The cost of containers must be only a small proportion of the total price of the cereals sold in packages. The use of coupons, premiums, prizes, presents or similar inducements to purchase is to be discontinued in connection with the package cereals trade. Provision is made for examination of manufacturers' books with a view to ensuring against excessive prices.

Profit in Package Goods Declines

The committee's report states that before the war profits derived from the package trade in cereal foods were considerably larger than those ruling today. Many package goods, the committee found, are now sold at practically cost, and two cases of selling at a slight loss are recorded.

The report emphasizes the wide variation in the food value of various package preparations. For instance, one thousand energy units when obtained from one food cost 4.41 cents while the same number of calories, when obtained from another food, cost 21.93 cents. The contention of the manufacturers that package cereals are as cheap to the consumer as those sold in bulk was not substantiated. At present, owing to war conditions, the prices approximate more than formerly for package and bulk goods.

SHREDDED WHEAT COMPANY TO GET LICENSE

It was learned on Thursday morning as CANADIAN GROCER went to press that the application of the Shredded Wheat Company for a license to operate had been granted. This information was received over the signature of the Food Controller, and gave assurance that their license for application had been granted, and that they were permitted to continue manufacture. This would mean that there will be no change in the character or method of handling of this company's products.

ACADIA SUGAR REFINERY ONLY LOSES OLD PLANT

Halifax Disaster Did Not Wipe Out Plant As Suggested by Early Reports—Main Plant Only Slightly Injured. Heavy Casualties Among Employees of Refinery

In connection with the terrible disaster at Halifax, N.S., it has been reported in the press that "the sugar refinery" was destroyed. It would be well to explain in this connection that the refinery mentioned applies to the old plant, the Richmond refinery, situated in the north end of the city in close proximity to where the collision took place.

The new Woodside refinery, being situated on the other side of the harbor, two or more miles south from the town of Dartmouth, appears to have escaped uninjured, according to direct advices from the office of the Acadia Sugar Refining Co.

Since the Woodside plant was built, the Richmond refinery has remained idle, therefore its destruction will not affect the productive capacity of the plant at present time, and just as soon as anticipated supplies of fresh raw sugars come to hand they will be in position to resume operations at Woodside.

The office staff of the company appears to have escaped the disaster uninjured, but there have been some sad casualties among the workmen.

High Court Reverses Magistrate's Decision

Case Under the Lottery Act Decided in High Court—Interesting Chain System Activity For Exploiting a Credulous Public—Dangerous Example to Follow.

A CASE of some interest and importance was recently decided when the Appellate Division of the High Court quashed the conviction standing against William Harding of Hamilton, who had been convicted in the Police Court of a breach of the Lotteries Act of Canada.

The said William Harding was a gentleman who had a proposition of enabling you to get an eight dollar pair of shoes for a gross expenditure of $2.00. This gentleman was not a regular resident of Hamilton, but was merely biding there while he presented to the citizens this great opportunity. The system was a variation of the endless chain, which in the past has been known to roll up a tidy fortune through a contribution of dimes.

How the System Works

William Harding's system was as follows: First, a person interested in a new pair of shoes was a necessity, a smooth tongue readily supplied this interested party. Then came the unfolding of the plan. The interested party subscribed 50 cents for which he received four tickets, these tickets he went out and sold to four other parties interested in boots, on the understanding that the presentation of the ticket and 50 cents entitled them to four tickets from the head of this boot philanthropy. With two dollars in hand the first apostle of the system would return and would be provided with an order on a prominent firm of shoe jobbers in Hamilton for the delivery of pair of shoes. That in brief was the scheme. The man actually did get the boots, at least some did get them and there was no charge of fraud in connection with the case.

Now of those four purchasers of tickets from the original buyer probably a considerable number, seeing that they had purchased, would be likely to spend another half dollar to get in the running for that pair of boots. It would look at first blush as though the originator of the idea was in a bad way and would have to purchase a lot of shoes, without very much coming in. That is quite true, and very probably a goodly number of shoes were thus disposed of for there was no hint at the proceedings that there had been any attempt to defraud, even though similar schemes in the past have usually ended dramatically by the benefactor departing somewhat suddenly at some time, and leaving a large number of people who had contributed more or less largely to the scheme with nothing to show for the outlay. There was no suggestion, however in this case of the dramatic departure being part of the programme.

Where Did the Originator Profit?

How then did the benefactor profit? In this wise. The first man sold to four others; providing that they were all equally interested they each sold to four others or 16 different parties, these sixteen in turn sold to four each, making 64 and this sixty-four to four others each or 256 and this two hundred and fifty six in turn passed on their good fortune to four others or 1,024. This is, of course, an extreme illustration but it illustrates the principle. Up to the present the business is only six steps removed from the originator, yet there are over a thousand people interested. Now these parties having, it is presumed, parted with an initial fifty cents it is reasonable to suppose that a very considerable number of them might be expected to be interested enough in the scheme to invest another 50 cents. Very possibly, however, they might not be as fortunate as the first salesman in finding four others of an optimistic temper enough to induce them to embark on the adventure. In the initial stages the game must have been fairly costly, but as it advanced, the number of people engaged would ensure a fairly continuous stream of half dollars coming in, and the chances would be that a very much smaller percentage of boots would be going out. Unquestionably there must have been some profit in the business, for William Harding who had no place of business in Hamilton rented an office to care for the inflowing tide of half dollars.

The Case in Court

Everything went well till a constable laid hands upon him and brought him before the police magistrate on the grounds that he had been running a common lottery in defiance of the Lottery Act. He appeared before Magistrate Jelfs of Hamilton and was found guilty despite the spirited argument of his counsel, C. W. Bell, that there was no evidence of a game of chance shown. Mr. Bell urged that whatever the possibilities of the scheme were it was not a lottery, that every one investing had it in their power to make sure of the goods for which they had paid. The magistrate, however, continued to uphold his judgment, and as a result the case was appealed and came recently before the appellate division of the High Court at Osgoode Hall where the following question was tried: "Was there any evidence upon which the court could find the accused guilty of the charge set forth under the clauses in the criminal code respecting lotteries?" The court answered the question in the negative and the conviction was quashed.

Since the receipt of the judgment the defendant has left Hamilton for other scenes of activity.

It is a simple scheme, but it requires a great many dupes, and despite the dictum of the late Mr. Barnum that one was born every minute, the supply would likely run out if there was any considerable adoption of these tactics. Moreover the scheme is sailing close enough to the wind to make it a rather dangerous one in which to indulge.

Transient Traders' Tax Upheld

Efforts of Oil Firms Selling Direct to Farmers to Reduce License Fees Meet With Failure—Review of Recent Activities.

THE latest activities of some oil concerns who make a practise of selling coal oil from tank cars direct to the farmer and consumer have been quashed in York country. It has been necessary that a license fee of $300 be paid by all transient traders, and the efforts of the oil concerns interested have been directed towards getting this amount reduced to $50. The question came up at a meeting of the county council who were inclined to consider the matter favorably until the retailer's point of view was presented. Discussion of the matter finally led to their maintaining the license fee of $300 instead of granting a reduction to $50.

There has been considerable activity evidenced by some oil concerns during the past few months in their operations throughout the province of Ontario in taking orders for coal oil from farmers and others and having same delivered in special individual tanks direct from the railway sidings. Some time ago representatives of the firm were arraigned before one of Ontario's chief county magistrates on charges of selling coal oil without having first obtained a license. In this they were found guilty and a fine imposed. Appeals to higher courts were made by the company until one court allowed their appeal.

This resulted in an amendment to the Statutes which aimed at eliminating such methods of trading and the municipal act now covers the transient trader's activities in selling coal oil in this manner as follows: "or who go from place to place or to other men's houses to take orders for coal oil which is to be delivered afterwards from a tank car, moved on a railway line, or who go from place to place or to a particular place to make sales or deliveries of coal oil or other oil from such tank car."

This latest move to reduce license fees may be followed out in other counties and it might be well for dealers to guard against this possibility.

Getting Results from Display Window

The Drawing Power of the Window Display—Works 24 Hours a Day and 7 Days a Week—Points to be Considered in Arrangement — The Value of Price Cards—Christmas Goods Should be Featured Now.

WITH the winter and Christmas holiday seasons fast approaching, merchants who are looking for the largest returns from business during these seasons are busying themselves in the preparation of window arrangements that will be effective in drawing trade during these special periods of the year. Competition for business at these times is greater than usual and the only way to successfully compete is to have such window dressings that the passing customer will instinctively be drawn to further investigate and ultimately become a purchaser. Window displays have a tremendous effect upon the individual, and sometimes this effect reaches the proportions of a semi-hypnotism which literally carries him off the street into the store. Really effective window displays are irresistible and represent the most powerful medium for the attraction of trade. For this reason some few suggestions along the line of window dressing will not be out of place at this point.

Windows Always Open

In the first place, the merchant should remember that when his store is closed to the public the windows are always open, that is if he uses his windows to the best advantage. Generally during the holiday season this is the case, even if such is not the practice at other times of the year. At night, on Sundays and holidays, when your store doors are closed the windows can be made pay a dividend. People strolling along the street will pause before a well-lighted, tastefully arranged window display and pass by the dingy, unkempt one with disdain. At Christmas time the number of people on the streets at night in much greater than normally and this element is, therefore, of greater importance at this season. The people who are attracted will become your customers, all things being equal.

A certain merchant in a small city made it a habit to keep his windows dark; as a result he had no attraction after nightfall. On the other side of the street was a storekeeper who spent a few dollars a year for light and reaped a harvest by so doing. Which pays the better, and what course do you pursue?

It matters little what is placed in the windows as long as the goods are fresh and clean. Certain holiday goods are peculiar to every store and it is not necessary to enumerate these herein, but

A window with a strong Christmas selling appeal.

freshness and cleanliness should be the predominating elements. Some merchants use their windows for a sort of dumping ground for broken and damaged goods, figuring, "Oh, well, it's only for display and not for sale." Better by far throw damaged goods on the scrap heap than to place them before the eyes and judgment of the buying public. The story is told of a merchant who made a practice of displaying his damaged goods to such an extent that the public got the idea he dealt only in damaged goods and "seconds," with the result his business was almost ruined.

A Few Simple Points to Watch

After each rainfall the windows should be quickly rubbed over with a damp cloth. At the approach of night be sure to switch on the lights. One merchant makes a habit of turning on the lights each time a dark cloud obscures the sky, in fact at certain times of the day when the sun causes a glare he also switches on the lights, thus counteracting the effect of the sun by interior illumination. In the winter when frost is apt to cover the windows an electric fan kept running day and night is effective. In summer a fan constantly operating will keep the flies on the move and prevent a loss of merchandise, as nothing cheapens a window display as much as speckled and dirty goods. Never make the day time your window-changing period as it blocks the view of your merchandise when people are passing; do this work at night and be ready the next day for business with a fresh display.

The Price Tag

No goods should be shown without a suitable price tag. The necessity of showing a price is especially important in the holiday season. Some "high-grade" stores figure it is beneath their dignity to price goods displayed, but it has been the experience of many retailers that to make the windows a paying proposition they must have the power to attract. The greatest attractions are, first, the goods and then the price. Without tags a person can only guess at the price of goods admired. A price tag is a silent salesman, as often a person will gaze into a window and be attracted to the goods by the price or what is asked for the merchandise.

Coated cardboard is the ideal window tag, and a change of color is advocated. One week use white, next a tint and in summer use a black card with white letters as this keeps clean the longest. It matters not what color ink is used so long as the sign is readable and to the point. Abstain from the so-called "comic" signs such as "Take me home for $4" or "Use Bink's pills and never be ill." All persons will not have the same idea of humor as you.

Use Stands for the Cards—Not Pins or String

Use a neat stand to display your large cards and "bulldogs" for the small ones. Never use a pin or a piece of string to attach a ticket to the merchandise as both cheapen the display and ruin the card. It is better to invest a few dollars in suitable fasteners than to ruin many dollars' worth of cardboard year after year. A letter file may be used to advantage in storing unused signs; thus they are classified for future use.

When a card is soiled it should be thrown away for it never pays to use a card which has become dirty; it loses sales and gives the store a cheap appearance. In most every store will be found a young man with a knack for lettering. If you have no such person, select a clerk and let him read some good material on card writing, such as appears in the trade newspapers. It will pay you to invest a few dollars along these lines for the convenience of a man on the premises who can letter is of great value and saves much time. The card writer who makes a business of doing rush jobs is seldom a good workman.

Don't Crowd the Windows

There is oftentimes a tendency on the part of retailers to do either one or two things in regard to window dressing. They will either sacrifice the selling value of their windows entirely or crowd them to a point where the display is worth little or nothing. Once again the merchants should put himself in the position of the person on the street. There is no attraction in the window where the goods are piled helter skelter and packed up against the front with about the same care displayed as when you throw corn in a bin.

The window is one of the best salesmen in the store, and, particularly when a store front offers two roomy, attractive, and well-lighted windows, it is little short of a merchandising crime to sacrifice them through negligence, carelessness or any other phase of mismanagement. A window well trimmed is an example of the same business acumen which induces the peddler selling produce to put the better and more attractive part of his stock on the top of the basket. The practical dealer selects the more attractive part of his stock, both as regards price and quality, and puts it in his windows. It will pay you, especially during the Christmas holiday season, to regard your windows as one of your most efficient salesmen.

Christmas Specialties Should Shine Forth

Merchants should require no reminder to see that any merchandise peculiar to the Christmas season is exclusively brought before the public eye at this period of the year. Each class of store has its distinctive line of goods which receive special attention for Christmas trade and no time should be lost in working these into advertising and window displays. It is not too early to commence this practice right away and results will soon be forthcoming. Quantities of Christmas gifts are purchased weeks before the heralded day arrives, and quantities of food supplies are bought in weeks ahead in order that special Christmas delicacies may be made up in advance.

Every store has some special lines of merchandise to be pushed, and these should be made the feature of window and other kinds of advertising. The foregoing paragraphs outlines some of the most outstanding pitfalls to be avoided and should be of value to the merchant in arranging his window displays. The chief points to be watched are seasonableness, cleanliness, tendency to overcrowd, necessity of price tags, keeping windows open at night, and commencing to display Christmas goods early.

Abnormal Coffee Crop Cripples Brazil

The Producer of Three-quarters of the World's Coffee Finds Half the World's Markets Closed and the Balance Curtailed—Serious Situation Facing the Country.

WITH the market of the central empires, the second greatest coffee drinking countries, entirely closed, and with a rumor current among trading circles that American shipping facilities will be largely curtailed, Brazil, always the great coffee nation of the world, is facing the record crop of her history. Latest reports indicate that the coffee production is far in excess of the wildest estimates of early months.

Under the normal conditions prevailing in times of peace the news would be of comparatively minor significance.

For then the rules and regulations of Brazilian valorization would very promptly be brought into play and prices regulated accordingly.

The market would not suffer a glut, but the surplus stocks would be stored in government warehouse in Brazil and held to await more encouraging conditions through the channel of supply and demand.

Not Sufficient Capital Available

As matters stand, however, Brazil has not sufficient available capital or the financial stamina to weather the tide in these troublesome days by gathering in the bumper crop and holding it against the day of a rising market in the uncertain and, from present indications, far distant future.

If, as is being persistently rumored in the trade, the United States government really intends to bar all shipments for the present from Brazil and other South American ports, or reduce the tonnage of these importations to a working basis of positively actual requirement, then the plight of the great coffee producing country will be deplorable to say the least.

To harvest the largest crop in her entire history and find many of the world's largest markets barred to her is the height of irony.

(Continued on page 32.)

Apply a Cost System to Your Business

A Cost System is Simple as This Article Shows—A Knowledge of the Cost of Doing Business is Both Satisfactory and Essential—It Causes the Merchant to Speed Up Sales and to Abandon Cut-price Sales—Getting a Profit on Effort as Well as on Capital—This in Addition to Your Salary.

By John C. Kirkwood

THE very first thing to be done by the man who would know his selling costs is to know and record the various items that together constitute the cost of doing business. To know and record these items calls straightway for methodical accounting. Fortunately the separation, calculation and recording of the various items constituting selling cost are exceedingly simple operations, within the ken and ability of any man.

To ascertain the cost of doing business:

1. Charge interest on capital.

   Charge the rate of interest it would earn if invested in gilt-edge mortgages or bonds, say 6 per cent. By capital is meant net assets—inventory, cash, accounts receivable.

2. Charge Rent.

   Charge rent even if you own your premises. Should this be the case put down as rent the amount they would bring if occupied and used by another—say 8 per cent. of market value, plus repairs, taxes, and water.

3. Charge Your Own Salary.

   Put down an amount representing your salary worth to your business—a sum probably double that paid your highest paid employee. Include in this the worth of the services of any member or members of your family not on the pay roll, yet who render business a service worth real money.

4. Charge Salaries of Hired Help.

   Omit from this, if you are so minded, the salaries or wages of the one or more engaged mainly or solely in the work of delivery, charging such wages under the item of delivery.

5. Charge Fixed Expenses.

   Included here are such determinable or known items as insurance (fire, casualty, plate glass, partnership), taxes, telephone rental, water rates, light and fuel.

6. Charge Freight.

   Include here freight and express on incoming goods; the cost of packages or packing, drayage; duty paid (if any).

7. Charge Delivery.

   Include here wages of drivers or messengers; horse and wagon, or motor car; stable or livery or garage items; repairs, supplies, freight and express items on outgoing goods, wrapping papers, packing, twine, etc.

8. Charge Incidentals.

   Include here stationery and office supplies, postage, telephone calls, telegrams, exchange, cleaning, miscellaneous repairs, etc.

9. Charge Advertising.

   Include here newspaper and other forms of publicity, including printed matter, catalogues, novelties and other disbursements properly coming under this head.

10. Charge Donations and Subscriptions.

    Include here special discounts or allowances made, or goods given in the name of charity, benevolence and good-will.

11. Charge Losses.

    Include here bad debts, shrinkage, leakages, shortages, thefts, spoilage allowances, discounts, and losses not provided for elsewhere.

12. Charge Interest Paid.

    Include here interest paid on borrowed money, and interest lost on uncollected book accounts, and cash discounts forfeited because of inability to take them.

13. Charge Depreciation.

    Include here the depreciation on buildings owned and employed by you in your business; and depreciation on furniture, fixtures, horses, vehicles, stock, etc.

Here one has a baker's dozen of headings under which to record the many items that constitute, when aggregated, the annual cost of doing business.

Easy to Record Selling Costs

With these headings and helps it should be a simple matter for any dealer to set down his selling costs, day by day, week by week, month by month, quarterly, semi-annually and annually.

Each individual disbursement has to be recorded sometime, somewhere, somehow. Why not record it in its right place at the right time and under its proper heading? Thus will the dealer have the record or records necessary and desired. He will know then just what it is costing him to run his business.

Costs Studied More Closely

In the foregoing presentation of group headings some may possibly be merged with others. For example, Advertising may be included under Incidentals; and Interest may be included under Losses. Donations and Subscriptions may be included under Incidentals. But there is an advantage in the separation of these several classes of expense: They reveal boldy, challengingly and perhaps shockingly classes and amounts of expenditures capable of reduction, and perhaps calling for reduction.

Also in the foregoing presentation of the factors of selling costs, Freight on incoming goods is included. Many will say that Freight. Express. Drayage and Packages or Packing should be added to the invoice price immediately; and in saying this they are quite correct. But not always is this class of expense included in the marked cost price of goods. On articles of heavy weight—such as sugar, nails, coal, for example—the freight expense is immediately added to the invoice price by all wise dealers, but on many lines the practice of many dealers is to ignore in their cost marking the item of freight, or delivery-to-store expense. Accordingly, in the enumeration of the factors of cost, as above, Freight is set down, and when this annual aggregate expense is reduced to a percentage of sales, it can quickly be added to invoice prices. For this reason is Freight on incoming goods included among the factors of costs.

Recovering One's Losses

Under the heading of Losses are to be assembled all such expenses and losses not properly belonging under other headings. Bad debts should be charged here, for so will they be recovered by being assessed against all customers as a whole. Leakage, shortage, shrinkage and spoilage should be charged here, for thus will their costs be recovered.

The average dealer treats bad debts, leakage, shortage, shrinkage and spoilage as irrecoverable, but this view and practice is unsound and dangerous.

Many take stock on or about January 1. If this is your practice you will be in an excellent position to begin right away doing business on the basis of the known cost of operating your business.

Success is becoming more and more dependent on a knowledge of the cost of doing business and on intelligent, purposeful and successful effort to recover this cost plus a profit on your effort.

The accompanying article will prove very helpful to those who want to be successful merchants. The matter is set forth lucidly and soundly, and we sincerely trust that many of our readers will resolve and keep their resolve to conduct their business on the basis of known and actually recovered costs, plus a desired profit on effort.

All such losses should be charged into the cost of doing business, so they may be collected and recovered.

Leakage, shortage, shrinkage, and spoilage, in the aggregate, may amount to a very considerable item, and are incident to the doing of business, to providing the public with a service needed and desired by them. Therefore the public as a whole—the dealer's customers as a whole—should pay for such losses.

When Goods Are Sold Below Cost

Under the heading Losses can be included the loss sustained in the sale of staples that do not and will not, as things are, bear their proper percentage of advance to cover the costs of doing business. Sugar and nails are two familiar and common examples of merchandise which sell retail at a very small percentage advance on invoice cost. Suppose that the actual cost of doing business is 25% of the invoice price, and a staple sells at an advance of only 10% on invoice price, then there is a clear loss of 12% on the annual sales of this particular commodity. The total loss, as represented by this 12% loss, should and must be recovered, and, therefore, must be collected in the sales of merchandise on which can be imposed the full costs of doing business.

Interest on Outstanding Accounts

Under the heading of Interest Paid there should be included the interest lost on outstanding accounts. These accounts may total, say, $1,000 at any and all times during the year—this in a business done on a capital of $5,000 or so. They represent non-earning capital. But capital should bear interest. Reckoning interest to be earned at 6%, there would thus be an item of $60, when the average amount outstanding is $1,000, to be charged as an operating cost.

Providing For Depreciation

Under the heading of Depreciation should be included all items relating to property, furniture, fixtures, and delivery equipment whose inventory value diminishes each year through use, loss of style, etc., wear or damage and which in the course of time require to be discarded or replaced. The percentage amount of annual depreciation for each article or possession will probably vary, being 5% in the case of a possession good for 20 years, 10% in the case of a possession good for 10 years, and 20% in the case of a possession likely to require replacement in 5 years.

A special bank or ledger account should be opened for charges of this sort—a sort of sinking fund account, which can be reckoned as capital. In this way the money necessary for replacing worn out or useless or valueless equipment will be provided systematically, and will be instantly available when needed.

Recording the Items of Cost

The thing remaining is the essential thing—the recording of these costs methodically, fearlessly, and accurately—and in recovering them from sales. This is the hard thing—hard because of the average business man's lack of system, will power, resolution and well-disciplined habits. You can lead a horse to the water, but you can't make him drink. You can show a merchant how to ascertain and recover his selling costs, but you can't make him record and get them back. It is a matter for the individual himself whether or not his performances shall be in accord with his knowledge and conscience. At the same time it is earnestly hoped, now that retailers have been shown how to ascertain, record and recover selling cost, that many of them will become possessed of the purpose, resolutely maintained, to conduct their business intelligently, knowingly, with full light on matters that aforetime may have been hidden in darkness.

Getting a Profit on Effort

In what has been said, the matter of getting a net profit on one's effort has not been considered. Provision has been made for a salary for the proprietor or partners; but the matter of a profit over and above all costs of doing business is a thing by itself. The desired profit—$1,000, $2,000 or so—must be added to the costs of doing business as above defined and elaborated, and the sum of the costs of doing business and the profit on effort desired will give the merchant the full sum he must obtain in a year over and above the invoice cost of goods sold. For calculation purposes the cost of doing business should include the sum one desires as profit on his effort.

Sales Must be Stimulated

But putting down all costs and adding the profit or effort desired is not any guarantee or pledge that the merchant will get this gross sum. To get this sum he must sell enough goods—must have a minimum annual turnover, and must obtain an advance on invoice cost of goods sold sufficient to give him all costs plus the profits.

Suppose, for example, that the costs and profit, as above set forth, total $5,200 in the year, or a neat $100 a week. Then it becomes clear that the merchant must sell enough goods each week, on an average, throughout the entire year, to give him $100 a week above the invoice cost of his goods. Suppose his average advance on cost is 25%, then it means that his average weekly

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DO YOU KNOW?

A competent authority has, by careful investigation of over 1,500 retailers in each line, and in every section, developed the following facts:

	Turn Stock per year No. Times	Cost to Do Business Per Cent.
Grocers	10	16
Dept. Stores	7	26¼
Druggists	4	24¾
Dry Goods	4	24
Hardware	3½	19½
Furniture	3	24
Shoes	2	23¼
Clothing	2	20¼
Jewelers	1½	25¾

WHY BUSINESS MEN FAIL

According to a statement by Edward N. Hurley, vice-chairman of the Federal Trade Commission, there were 22,000 failures in the United States in 1915. Ninety per cent. of them resulted from cut-throat competition prices. In an investigation made by the commission since its appointment, 200,000 out of 260,000 firms had no method of determining cost; of these, 100,000 firms did not earn a penny, and little, if any, provision had been made for depreciation. In another survey of a national industry it was found that twenty-seven large corporations, representing an investment of $12,500,000 and annual sales of $8,000,000, had earned only $300,000—a little less than 3 per cent. on the capital stock, and altogether they had charged off only $69,000 for depreciation. The number of small businesses run on odds and ends or on bank check stubs is amazing

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STOCK AND HOW TO KNOW IT

You must know your stock and its weaknesses at all times.

You may be passing merchandise through your place of business at a loss.

The only system which successfully stands the test is organized, systematized and daily visualized business.

The wiser the man and the better the institution, the closer is everything watched, and the less guessing indulged in.

The easiest way to take stock is to prepare for it.

HOW TIME INCREASES COST

In an eight-hour day you have only 480 minutes. Thus, whenever you waste five minutes you decrease your value 1 per cent. Your stock falls from par to 99 per cent. If you waste 50 minutes your stock falls to 90, and so on. Few of us ever have a day at par. If you borrow $120,000 at 5 per cent. you are paying 4 cents a minute. If your accountant makes a mistake, and you borrow it a day too soon he causes you a loss of $20. Many a business man has gone down to bankruptcy because he did not realize this ruthless persistence of interest. Interest is like the tortoise in the well-known fable—it is slow, but it never stops to rest.—System.

sales must be $500, of which $400 will represent invoice costs, and the other $100 the gain over cost. $500 a week sales means an annual turnover of $26,000.

If the merchant averages only 20% advance on cost, then it means that to obtain weekly $100 above invoice costs, he must have average weekly sales of $600, made up of $500 invoice costs plus $100 advance. In this case his turnover would require to be $31,200.

So it becomes clear that if turnover (goods sold) falls below $26,000 in the one case, or $31,200 in the other case, the costs of doing business, plus the required profit for effort, are not obtained.

When the merchant perceives in advance—which he can—just how much he must sell yearly and weekly to recover his costs and obtain his desired profit, he knows just what effort he must put forth to keep up sales to the necessary weekly minimum. Certainly he dare not go on, trusting to luck, as so many do; nor will he be content with just hoping and trusting; on the contrary, if he is made of the right stuff, he will speed up his sales and his sales staff, and begin to study his business as never before. He will do his utmost to swell the sales of goods on which he can obtain an advance over invoice cost of 30%, 40%, 50% or more; and he will not be overeager to spend much time, or have his staff spend much time, in selling goods on which only 10% or 15% or so is obtained over invoice cost. Also, he will not be very enthusiastic about bargain sales or clearance sales when ordinary or regular prices surrender all or nearly all the advance over cost contained in them. Big turnover in which there is insufficient advance on invoice price will look less good than a smaller turnover which contributes an adequate advance over invoice cost.

All this goes to prove that being a real, profit-making merchant is something vastly different from being just an ordinary storekeeper.

Analysis a Secret of Success

Analyze! This is one of the first words to be learned in the language of efficiency. Always it should be remembered that the prudent man who has an ideal record of costs, and applies his knowledge practically, is the one who out-distances all his competitors in the long run. Also, one needs to remember that 90% of the men in business are getting no profit from their effort—this because they are ignorant of, or unwilling to take the trouble to ascertain, the costs of doing business, and whether a profit on top of costs is being earned. The necessary knowledge is so simply and surely possessible and the trouble so very minor, that one wonders why any dealer should continue ignorant or indifferent, especially when ignorance and indifference are robbing him of due compensation or remuneration for the labor and skill required on his part in the conduct of his business and for the risk involved—the risk of his capital.

COMMERCIAL FAILURES

Taking it all round, 1916 was the best business year the United States ever experienced; yet there were seventeen thousand business failures. Compared with twenty-two thousand the year before, this is encouraging; but practically one out of a hundred of all concerns in business failed, and, year in and year out, through good times and bad times, the proportion of failures never varies very far from one per cent.

In only two hundred and sixteen of the seventeen thousand failures did the liabilities exceed one hundred thousand dollars. Nearly all the failures, in other words, were of small concerns.

Credit men assign many reasons for these failures, such as lack of experience, insufficient capital, injudicious extending of credit, overbuying — which merely means unwise buying—and so on. But we venture to guess that one cause was present in nearly all of them, to wit, poor bookkeeping. They did not keep books so as to know exactly what it cost them to do business and precisely how they stood all the time.

We recommend again to every business concern an accounting system that will show costs accurately —Saturday Evening Post.

Maritime Grocers Respond Generously

Halifax Tragedy Taxes Resources of Eastern Provinces — Grocery Trade Rushes to Assistance of Desolated City.

THE one event of overwhelming importance in the Maritime Provinces this week was the disaster which wiped out the greater part of the business district of Halifax, as well as a large part of the residential district. The shocking loss of life, with an death list of more than 2,000 according to careful estimates, has startled the continent and the suffering of the thousands of injured has excited universal sympathy and elicited prompt and generous aid.

But even before the problem of caring for the dead and injured could be dealt with adequately, the ever present problem of a city's food supply began to assume serious proportions. Thousands were rendered homeless and destitute, many of the retail grocery stores were demolished and practically all the wholesale grocery and provision establishments were in the district which was laid waste by the explosion of the munitions vessel.

The first step towards meeting the most pressing need was the spontaneous and generous action of practically all the merchants in throwing open their doors and giving of their stocks to those who were in need.

The next step was the organization of the citizens' relief committee to put this work on a more systematic basis, and arrangements were promptly made for administering the supplies of food which were available to the best advantage.

Destruction of Stocks Enormous

The destruction of stocks and supplies made it impossible to feed the city in the ordinary way and, in addition to this, the extraordinary conditions created new demands for ready cooked foods, etc.

To meet this demand the neighboring towns all over Nova Scotia and New Brunswick responded promptly. In most of the towns committees of business men were formed, food supplies, groceries and other necessities were collected and rushed off to the scene of the disaster. In St. John, leading wholesale grocers not only assisted in organizing the relief but several of them proceeded to Halifax with the supplies to aid in distributing them.

Commercial Travellers Assist

The Maritime Commercial Travellers' Association also delegated a large number of their members to assist in the relief work in Halifax who hurried to the scene. For some time the city will need such voluntary assistance and contributions of supplies but the energetic spirit of the business men of Halifax made itself felt almost immediately and before the ruins were cool plans were being formulated and orders given which would lead to the restoration of business on business lines.

Even at the time of writing, two days after the event, the confusion still existing makes it impossible to give any comprehensive record of the details of loss and damage suffered by the grocery trade. It is not too early, however, to pay a tribute to the way in which the grocery merchants of Halifax faced the disaster and its after problems and to the merchants of the neighboring towns for their prompt and generous assistance.

POTATO "SPREAD" TO BE LIMITED

Hon. W. J. Hanna, Dominion Food Controller, recently stated that while it is not proposed to fix the price of potatoes, the "spread" between the price paid the producer and that paid by the consumer will be fixed. By means of fixing the "spread," and licensing dealers throughout the country, the Food Controller will be in a position to control the potato market to as great an extent as is practical.

Coffee: Its Growth and History

Of African Origin, it Has Later Become Mainly the Product of the Western World—Its Early Struggles Frowned Upon by the Church and the Politicians—Of Later Years Has Found a Growing Field of Favor Throughout the World.

COFFEE is among the comparatively limited list of food products that have become household words. The tastes of countries differ, and the universal food product of one country may be hardly known in another, but coffee has come to be known almost the world over.

It is true that there are some countries where comparatively speaking coffee is a rarity. Of the coffee drinkers the United States stands well at the head of the list consuming 40 per cent. of all coffee offered for sale. A very close second, however, was formerly found in Germany, Austria, and the Balkan countries, before Sir John Jellicoe shut off the supply. Britain and Russia on the other hand are great tea drinkers, and it is probably due to her British origin that Canada up to the present has not been a coffee drinking country. It is an illuminating fact, too, that the bulk of the coffee consumed in Canada is consumed in the less thickly settled sections of the west, where American and Central European influence has been most directly felt.

Coffee A Product That Has Not Risen

Coffee is peculiarly interesting in that it is practically the only widely used commodity that has not been increased in price through the effects of the war. That is due of course to the fact that practically all the coffee growing is done in this hemisphere and that a very fair proportion of the coffee drinking is done in the other hemisphere, that is coffee drinking was one of the great traits of that hemisphere a few short years ago and will undoubtedly be again, but just at the moment, owing to causes over which they have no control, the bulk of the European coffee drinkers are going coffeeless. Naturally there has not been the consumption to meet the production, and the result has been comparatively low prices.

Where Did Coffee Originate?

Just where coffee originated no one seems to know. Apparently Africa might be called its home for it is from Africa that the first definite record of coffee comes. Toward the end of the thirteenth century the coffee plant strayed into Abyssinia, the mountainous kingdom of North-east Africa. Just where it came from no one seems to know, but it was probably brought by traders from some of the highlands of the interior, where wild coffee is still to be found. There is a break of some 200 years in the history, during which time apparently the Abyssinian gentry maintained the coffee plant for their own particular enjoyment, without a thought of the outside world. Some time about the end of the fifteenth century, however, some seeds drifted into Arabia. Just at this time the Arab merchants were the traders of the East, and at their hands coffee got its first commercial start. Coffee shipped from the port of Mocha, from which one famous grade has received its name, was about the first commercializing of the product. From this port the fame of coffee spread into Persia and Syria, and then to Cairo and as far as Venice. It also spread eastward to Constantinople where it was seized upon with delight. Coffee houses dotted its streets and crooked lanes, to become the fore-runners of many a modern counterpart.

Drying coffee on a Costa Rican coffee plantation.

Western Europe Slow To Appreciate

Western Europe was slower to receive and to realize the possibilities of the new drink. Louis XIV. of France, be it said to his credit, was about the first Western European to realize the possibilities of this new product, and as a result plantations sprang up in the French West Indian colony of Martinique. That was a start and very shortly other European nations began the cultivation of the berry in the West Indies. The Dutch also started the cultivation of the berry in their colonies of Java and Sumatra and other islands of the Malayan Archipelago. In 1700 it was introduced into India, and about twenty years later it was brought from Java and planted in Ceylon. In 1740 Spanish missionaries introduced the plant into the Philippines.

About this same time the plant was carried from some of the older Colonies of the West Indies to Brazil, now the premier coffee-growing country of the world, and from there to Cuba, Porto Rico and Mexico. and to all the Central American countries, as well as the northern countries of the South American continent.

The Briton Viewed Coffee With Suspicion

Coffee did not receive as enthusiastic a reception in all countries as it had found in those of the farther east. The

SOME CANADIAN COFFEE FACTS.

Canada's consumption of coffee is, roughly speaking, two pounds per capita, and it is only of comparatively recent years that Canada has been even that heavy a consumer. From 1912 *to* 1914 *there was a steady climb in the coffee consumption of the country, and while the outbreak of the war and the consequent tariff changes gave it a temporary setback the product has once again forged to the fore; the returns of the three months ending June show an import of* 5,224,706 *pounds.*

The bulk of the coffee is consumed west of the Great Lakes. In the West there is an admixture of American settlers and also many Central European races. These are the representatives of the coffee drinking nations and not unnaturally they have assured a demand among themselves and have encouraged a demand among their Canadian neighbors.

The coffee consumption in this section of Canada, taking the population as roughly two million, amounts to five pounds per capita, while in the East where the English stock predominates with a population of, roughly, six million, the per capita consumption is only one pound.

In the Western provinces, too, the Brazilian grades represent about 85 *per cent., while in the East they represent only about* 45 *per cent. of the consumption.*

Brazilian coffee, however, represents about 68 *per cent. of Canada's purchases. Other sources of supply are Colombia,* 9 *per cent.; British West Indies,* 5 *per cent.; Costa Rica, Venezuela, Guatemala, Mexico,* 3 *per cent. each; Dutch East Indies, India and Arabia,* 2 *per cent. each.*

conservative Briton looked upon it with something of suspicion. It was even denounced by religiously inclined people with the characteristic thoroughness of such people in such as age as an "insidious and pernicious beverage," and that in a time when heavy drinking was almost a part of the day's routine. Politicians even scented in the convivial influence of coffee a source of danger. The coffee houses were places where men gathered to talk. The friction of mind with mind was evidently considered likely to lead to disastrously original thinking, and therefore the statesmen of the day saw their followers dispersing, and blamed no small amount of the dispersion on coffee. Many coffee houses were closed by the orders of different governments, this failing in its effect a method of combining business and moral suasion was originated, and there are records of legislation imposing heavy taxation on every gallon of coffee brewed.

Despite all this, however, the taste for coffee continued to grow. The "Coffee House" in London and Paris became of outstanding importance, not only because of its ubiquity but because of the fashionable, literary and political classes that frequented it daily.

Coffee had found its place in the public favor, and from that day to this it has been constantly adding to its list of friends.

Coming as it does from so many different quarters of the globe coffee has naturally developed many different characteristics.

A Word About Coffee and the Coffee Plant

In the main, however, the coffee plants all have the same general character. The common coffee plant is an evergreen shrub, which under cultivation is kept in a state of short close growth from four to six feet in height. The leaves are oblong in shape, about six inches long and three to four inches in width. The flowers are white and fragrant, and the fruit which quickly follows the flower is a fleshy berry, green at first, changing to a yellowish tint, then to a red then to a smooth glossy purple or dark red. The flesh of the fruit encloses two seeds or beans each enclosed in a thin parchment. The coffee plantations are mainly on rich well irrigated uplands for under such conditions the coffee flourishes best. The plants are propagated by budding cuttings or seeds. These cuttings are started in small bamboo like baskets, and when they are about 18 inches in height they are planted in deep holes, the bottom of which has been filled in with the berry husks. Here the young shoot is planted, the basket being left to rot away. The trees begin bearing in the fourth year and will continue to produce from ten to twenty years. The picking is done by hand when the fruit is fully ripened.

A Word On Varieties

It used to be thought that the Java and Mocha blends were the coffee par excellence, but of recent date blendings of other varieties have been discovered to give equally good results. The receipts from these sources are very limited, and could not possibly meet the enormous demand. About 50,000,000 pounds of coffee are produced in the Dutch East Indies, of this total about 7,000,000 comes to the United States; of the Mocha coffee about 3,000,000 pounds reaches the United States; these millions of pounds sink into an insignificant figure when they are faced with the immense demand from the people of the United States. The bulk of this coffee comes from Brazil which produces 13,500,000 bags of the total of 18,000,000 bags annually consumed throughout the world. Brazil, then, is the great coffee nation, though Colombia, Guatemala, Mexico and Costa Rica also provide their share. This year the output of Brazil promises to be the record crop in the history of the country.

Once picked the coffee goes to the washing tanks in which the berries are scraped about until the husks and pulp are removed. After that the coffee is taken to the drying platforms or patios, such as are shown in the accompanying illustration. Once dried in the blazing sun, the beans go to other machines which further clean them, after which the green coffee is placed in bags.

The Virtue of the Coffee Drink

First publiquely made and sold in England by Pasqua Rosee.

The grain or berry called Coffee, groweth upon little trees only in the deserts of Arabia.

It is brought from thence and drunk generally throughout all the Grand Seignor's Dominions.

It is a simple innocent thing composed into a Drink by being dried in an oven and grounnd to powder, and boiled up with spring water, and about half a pint of it to be drunk fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin off the mouth or raise any blisters by reason of that heat.

The Turks' drink at meals and other times is usually water, and their dyet consists much of Fruit, the eruditics whereof are very much corrected by this Drink.

The quality of this drink is cold and dry, and though it be a dryer it neither heats nor inflames more than Hot Posset.

It closes the orifice of the stomach and fortifies the heat within. It is very good to help digestion and therefore of great use to be taken about 3 or 4 a clock afternoon, as well as in the morning.

Its use quickens the Spirits and maketh the heart lightsome. It is good against Sore Eys and better if you hold your head over it and take in the steem that way.

It suppresseth fumes exceedingly, and therefore good against the head-ache, and will very much stop any defluxion of Rheums that distil from the Head upon the Stomach and so prevent and help Consumptions, and the cough of the Lungs.

It is excellent to prevent and cure the Dropsy, Gout and Scurvy. It is known by experience to be better than any other drying Drink for people in years, or children that have any running humors upon them such as King's Evil, etc.

It is very good to prevent mis-carryings in Child-bearing Women.

It is a most excellent remedy against the Spleen, Hypocondiar Winds or the like.

It will prevent drowsiness and make one fit for business, if you have occasion to watch, and therefore you are not to drink it after supper unless you intend to be watchful, for it will hinder sleep for three or four hours.

It is observed that in Turkey where this is generally drunk that they are not troubled with the Stone, Gout, Dropsie or Scurvy, and that their skins are exceedingly clear and white.

It is neither laxative nor Restringent.

Made and sold at St. Michael's Alley in Cornhill by Pasque Rosee at the Sign of his own Head.

This is the first known advertisement of coffee, issued by Pasqua Rosee, in London, 1650. The original of this advertisement is preserved in the British Museum.

Canada Fundamentally Sound

Machinery of Country at Present Directed Towards Prosecution of War—Address by Banking Authority on Present Financial Condition and Future Outlook.

A period of real prosperity in Canada will follow re-adjustment after war.

Canada in a position to share in tremendous Russian market.

Russia may have to go through one or more revolutions before settling down.

Necessary for merchants and bankers to keep business on solid basis.

Borrowing by Government does not directly increase amount of credit in use.

Farmers should now be able to pay store accounts, mortgages and bank loans.

Bankers and merchants are working towards same end.

Do not wait until a storm comes before reefing your "sales" and collecting your slow accounts.

In past credit has been too freely granted by both merchants and bankers.

Any man who has carried on a legitimate business or is doing so now should be able to pay his legitimate debts, and if he is wise he will do so. If on the other hand, he cannot you had better have that inquest now rather than a year from now.

Canada has unlimited natural resources

Room in Western Canada for ten times present population.

WHEN the war is over Canada will experience an era of heavy taxation, provision will have to be made for interest upon loans, and the public will have diminished purchasing power. On the other hand Canada is fundamentally sound, we have unlimited resources, and in all probability there will be a period of real prosperity following the war. Such were the views expressed by Wm. Moffat, Assistant General Manager Imperial Bank of Canada, in an address to upwards of 100 members of the Canadian Credit Men's Association, at a meeting and dinner held in the Board of Trade Club Rooms, Toronto.

The meeting was attended by business men representing all classes of industry and was presided over by W. H. Lamont, of H. S. Howland Sons & Co., Toronto, President Canadian Credit Men's Association.

In his address Mr. Moffat dealt with many angles of the present business situation. The address which will interest all branches of the trade follows:—

"Gentlemen,—Your president has asked me to say a few words to you regarding the present financial situation as it appears to a banker, and to give my impression of what the conditions are likely to be after the war. Prophesying is a thankless task, but all business is more or less based upon our ability to gauge the future. I may be wrong, but in my opinion the process of reorganization after the war is likely to impose upon financial interests a greater strain than anything we have felt in the past. At present practically the whole machinery of the country is directed to the prosecution of war—this condition of affairs is abnormal and must sooner or later come to an end. When that end comes—which we hope will be soon—manufacturers must face about and direct their energies first to the production and then to the sale of a different class of products.

Market Must Be Found

"The machinery which is now making shells must be used to make something else or it must be scrapped. If it is scrapped it will only bring scrap prices, if used to make products required in ordinary life a market must be found for them after they are produced. This means organization for selling as well as for producing. If, on the other hand, the war is to go on for another year we can look forward to a demand for almost everything that this country produces, especially for the products of agriculture; but these products must be paid for in cash or its equivalent if the country is to benefit. If we can make, as appears likely, shells for the American Government these will be paid for in cash or equivalent credits in New York. If we sell our wheat and other farm products against payment in New York the country will be ahead to that extent, but if, on the other hand, these products are to be settled for by loans from Canadian banks or the Canadian Government the result may be a curtailment of mercantile banking credits unless through currency inflation the burden is shifted on to the people of Canada as a whole.

To Face Declining Market

"When the war is over our taxes must be heavy, provision will have to be made for interest upon loans which have been created, and the profits which we have been receiving on munition contracts will not be forthcoming. The public as a whole will have diminished purchasing power seeing that lower prices will have to be accepted for products without a corresponding reduction in cost of production, and we shall at the same time have to face a declining market for goods carried.

Canada Has Unlimited Resources

"On the other hand, we have a magnificent country, one of almost unlimited natural resources. On a recent visit to the West, including the Peace River country, I had the pleasure of travelling over a considerable portion of territory, and I have no hesitation in saying the country is one of which every Canadian should be proud. There are miles of farms, but the farmers which are now cultivating them are only the scattered pioneers of future citizens. We have room there for ten times the present population without crowding, and good land for all. This country is fundamentally sound, and once the war is over a period of real prosperity will I am satisfied ensue—not immediately but as soon as the readjustments have been made.

The Shipbuilding Industry

"We expect great things from our shipbuilding program, and while the war lasts and also during the reconstruction period there is room for optimism. Whether we can continue to build ships in competition with the world when conditions are normal I am not prepared to say, but it appears to me to be at least doubtful. We have the raw material and all facilities except cheap labor. With our scale of wages, which is bound for years to be higher than in Europe, I question our ability to compete in the open market with the cheaper labor and Europe's necessity for greater production, and unless we can do so shipbuilding cannot be made a permanent success. The waters of the ocean being free to all, a ship built in Japan by cheap labor can carry freight to New York from Liverpool at lower rates than a Canadian vessel built under different conditions.

Great Market in Russia

"There is the Russian market also to consider, which, no matter what has happened or may happen, is bound to be a large factor. The Russians may have to go through one or more revolutions before they settle down, but I have no doubt as to the ultimate result. They are of little or no assistance to us at present, but after the war the purchasing

power of 150,000,000 cannot be ignored, and Canadians should not forget that we are in a position to obtain a share of this trade if we cultivate it properly and in time.

The Reconstruction Period

"If I am correct regarding the reconstruction period it becomes necessary for both merchants and bankers as business men to consider the future carefully and see that their affairs are in apple-pie order. There should be systematic siftings of outstandings, and an effort made to put business upon as solid a basis as possible. Stocks of goods at present represent a very much larger cash investment than heretofore; possibly in some cases the actual bulk of goods carried may be no larger but the value is greater, and we are more closely concerned in values. For the last two or three years merchants have been doing business on advancing prices and increased borrowings.

"The time is coming when this process must be reversed, that is, after the war closes you will for a time have to sell your stocks for less money than at present, and write down the value of those in store sufficient to cover depreciation. Borrowing by the Government you must remember does not directly increase the amount of credit in use, and while the effect is not quite the same as an increase in irredeemable currency yet the tendency is to increase the cost of living and the price of all commodities as expressed in money. If after the Government has borrowed large amounts to pay war expenses the public goes on its usual course attempting to carry on business as usual there are sure to be demands for labor and materials which cannot be met and which will inevitably force up prices.

"In financing the war a considerable amount of such expansion is unavoidable —the wants of the Government are imperative—they are on an enormous scale and they cannot be immediately met except by the use of credit.

"It is impossible for the people to adjust immediately their private affairs to new conditions. Business attempts to go along in its accustomed channels and living expenses cannot be suddenly adjusted. Gradually, however the natural remedies make themselves felt. Prices of all commodities rise, and as Government demands must have priority the people at large are forced to get along with fewer luxuries and possibly fewer necessaries.

Retailers' Purchases Curtailed

"This will have a tendency to curtail the buying by retail merchants as a diminishing number of their customers will pay the higher prices demanded. It is of course very undesirable to have the plane upon which business is done lifted to a higher level, as after the war prices that are high will have farther to fall. All investments in land except for cultivation and production should be avoided. No money should be locked up unless absolutely necessary in plants or buildings, and municipalities should not undertake improvements that can be postponed.

Farmers Should Pay Up

"At present farmers are receiving exceedingly high prices for everything they produce and should be in a position to pay their store accounts, mortgages and bank loans. It is very much in the interest of the merchant and of the community at large that advantage be taken of the present situation to collect outstanding accounts, especially those that have in the past been inclined to be slow. Farmers have heretofore been, as you know, considered dilatory in their payments even when in a position to pay, but if their accounts and the accounts of wage-earners are allowed to run until conditions change on account of unsatisfactory crops, lower wages or prices, or for any other reason, merchants will have to face hard times with large amounts outstanding, having lost the opportunity of putting their business upon a safe and sound footing during the period of agricultural and business prosperity.

"The Credit Men's Association has in the past done much to assist and improve the position; the educational value of their work has been great, and if it can continue along the same lines it should in a few years help to place the retail trade of Canada on a very much sounder and more satisfactory basis. Even I can remember when long credits were the rule and cash business almost unknown.

Conflict Between Bankers and Merchants

"At times there appears to be a certain conflict of interest between bankers and merchants—this I am sure is only imaginary—we are both working towards the same end, and a banker's best customer is the successful merchant; bankers prosper only when their customers prosper. It is true that at times you find a banker holds an assignment of your retail customer's open accounts; but remember the wholesalers got the benefit of the money when the advance, secured by the assignment, was made. It may be that in some cases it would have been better had the merchant been allowed to go to the wall in place of being bolstered up by such advances, but so far as my experience goes these loans are made to help the merchant tide over a temporary stringency, due to disappointing sales, weather conditions, bad country roads, etc. In other words, when business in consequence of conditions has been disappointing, a merchant is very reluctant to allow his acceptances to go back, and if by an advance of this nature he can be helped over a temporary difficulty he and his creditor are both helped.

Most Loans Repaid

"You must remember that the majority of such loans are repaid as expected and the retail merchant's credit helped or saved. It is only when advances have been unwisely made by the banker that you have cause to complain, but even then the banker has only had a profit of six or even eight per cent. on his goods, and has, like you, overhead expenses to meet. No business works on as narrow margins—the turnover alone saves the banker, not the gross profit. Do not think that I am making a special plea for the banker; he is fallible like his neighbors, but bear in mind we are trustees for the shareholders of the bank.

Preparing for the Future

"What you gentlemen are probably more interested in, however, is what steps should be taken to prepare for the after-war reconstruction period in Canada. What can be done now to put our financial affairs in shape? I would say get your business 'snug.' Do not trade upon borrowed capital if it is possible to get along without it, but as most merchants must borrow, keep your business liquid. See that your stocks are no higher than necessary for the proper carrying on of your business. I would even suggest losing a few sales rather than risk overstocking. No doubt with the difficulties you have at present in obtaining deliveries it is almost impossible to keep stocks down, but all our tasks are hard to-day, and while we cannot expect perfection, we can aim at it. What, with your permission, I would like to impress upon you is to have a clear-cut plan.

"Look to the future and study it, and do not be satisfied with looking only at last month's sales and collections. Then what I consider at least as important as watching your stock is to watch your customers' accounts for signs of weakness. Accounts that are not satisfactory should be liquidated while there is yet time. Do not wait until the storm comes before reefing your sails and collecting your slow accounts. They will realize more now than under changed conditions; if they are weak now, they will probably be bad later on.

Co-operation With Retailer

"In what way can we as credit men—for we claim fellowship with you—help the merchants to carry out this programme? Chiefly I think by co-operation and consulting freely. In the past credit has been too freely granted by both merchants and bankers; we should try to correct this and to shorten terms where possible. The war has done one good thing for us in Canada in that it has given us as citizens of an agricultural country this opportunity to 'clean up.' High prices, while hard on the consumer, have made the farmers rich, and they have given the careful wage-earner more ready money; take advantage of these conditions to get your outstanding accounts paid. I do not think there need be any conflict between merchant and banker in this connection; we are both interested in having the business of the country placed on a sound footing. Any man who has carried on a legitimate business or is doing so now should be able to pay his legitimate debts, and if he is a wise man he will do so. If, on the other hand, he cannot, you had better have that inquest now rather than a year from now.

"There should be co-operation also between us when a mutual customer meets with misfortune. In such a case we

should get together and consult—in fact, exchange confidences. However, these cases are always exceptional and should be treated as such.

Man Who Neglects Books

"In my experience the country merchant who neglects his stock neglects his book accounts, and book accounts not collected in season have a strange habit of becoming bad debts.

"I do not know that I have been able to tell you anything new—probably not—for there are singularly few new things in this world, and probably fewer in business than in most lines; but to sum up: (1) In my experience straight, honest dealing pays in the long run. (2) Look after your collections while the collecting is good. (3) Carry no more stock than your business requires, for dead stock means depreciation at all times, and if I am right it will mean serious depreciation in the years that are ahead."

Following the address of Mr. Moffat, President Lamont referred to the excellent work the trade newspapers are doing in Canada, and called on G. D. Davis, editor of HARDWARE AND METAL.

Mr. Davis reviewed briefly the work of the trade newspapers, and pointed out that the trade papers were really pioneers in many branches of the work which is now being carried on by the credit men. He also outlined the increased efficiency found in many retail stores to-day when compared with conditions of a few years ago. There is also a marked improvement in the collection methods of retailers and a general tendency towards doing a cash business wherever possible.

The report of the Improved Mercantile Agency Service Committee was delivered by L. F. Monypenny. A report on the "Special Information Sheet" was dealt with by F. W. Black, Swift Canadian Co., Ltd.

ALL FOOD DISTRIBUTORS TO BE LICENSED

(Continued from page 17.)

trade. The petty patronage of the well-to-do man who has been accustomed to buy his food at wholesale would be eliminated. The wholesaler who does this type of business would have to make that fact amply manifest, or else be in danger of losing his license. Thus the trade that legitimately belongs to the wholesaler would be his and the retailer would be free from wholesale encroachments.

That, roughly speaking, is a sketchy review of the probable next move in the Food Administration program as far as present developments are concerned. If the proposition finds favor with the Food Controller, and there is little likelihood that it will not—in a number of respects at least—then it may appear in the form of an Order in Council at a very early date.

They are startling changes. Until the details have been worked out, it is not possible to go fully into the merits or otherwise of the proposals. More definite information will be available next week. The Order in Council may be placed on the statute books at any time.

Trade agencies have for a long time past been urging the necessity of an Inland Trade Commission, to deal with such points as are now being brought up by the representatives of the retailers, wholesalers and manufacturers.

present it is impossible to say how extensive any legislation on this matter might be, whether it would be restricted to the smaller places, where experience has taught that it is entirely practicable, or whether an effort will be made to introduce some such system all over the country.

Goodly Eatables
at Goodly Prices.

YOU can read this both ways—the quality and selection of these necessaries of life are the best—therefore "goodly"—the prices of all of them are as low as is consistent with the times—also "goodly." As "purveyors extra-ordinary" to those who like the best in eatables—we are particular about the grade of everything we offer for sale. We know all about them and stand behind them solidly They are dependable foods at dependable prices.
Our telephone services will be found as reliable as when customer calls in person. Our deliveries cover the whole city.
And—as a convenience—we open monthly accounts with reliable people. Ask us about this.

Fish

Boned Haddies, per pound 20c
Loggie's Cod Fish Fillets, 1 pounds box 25c
Loggie's Cod Fish Fillets, 3 pound box 65c
Golden Crown Lobster ..... 1-2 lb. 32c. 1 lb. 60c
Salmon—Clover Leaf ..... 1-2 lb. 25c, 1 lb. 40c

Meats

McGregor's Sausages, per lb. 30c
Jellied Hocks, per lb. 20c
Jellied Tripe, per lb. 20c
Cooked Meats of all kinds.

Groceries

Betty's Home Made Strawberry Jam 32c
Betty's Home Made Raspberry Jam 32c
Betty's Grape Fruit Marmalade .. .. 15c and 30c
Betty's Orange Marmalade .. .... 15c and 25c
Wagstaff's Green Fig Marmalade, per jar .. 33c
Wagstaff's Bramble Jelly, per jar 33c
Our Famous Teas, per lb., 50c, 60c, 75c.
Special Coffees, per lb. 40c, 50c.
Large assortment of goods for Overseas—such as Tinned Fruit Cake—Biscuits — Coffee — Chocolatta — Meats and Candies.

Phone Your Orders

McGregor's

M 9 R. McGregor, Limited. 1119
225 Bank Street—Between Nepean and Lisgar Streets.
Phones 6501—6502 Queen.

An effective style of advertisement used by an Ottawa firm.

FOOD CONTROLLER MAY LEGISLATE FOR CO-OPERATIVE DELIVERY

One of the Matters That is Likely to Come Up for Decision in the Near Future

There is every likelihood that the matter of co-operative delivery will be one of the next matters that will be dealt with by the Food Control Department. It is generally felt that here is a place where there is a totally unjustifiable overlapping and consequent increased expense, such as should not exist at the present time. CANADIAN GROCER is reliably informed that this matter is under consideration and may be expected to occupy the attention of the Food Department officials in the near future. At

This matter will probably be decided in the next week or so.

FIRE IN SUGAR PLANT

The plant of the Dominion Sugar Company at Wallaceburg, Ont., was damaged to the extent of $100,000 by fire on the night of December 10. The fire followed an explosion, believed to have been caused by combustion in direct fire driers in the pulp buildings. The building and machinery along with 7,000 bags of pulp were destroyed. The pulp buildings were separate from the main factory, which was undamaged.

Mr. Sanche Monahan, of St. Lin, came to Montreal the first of the week and was a caller on the firm of Jos. Ward & Co.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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MAKE YOUR WINDOWS SALESMEN

ALREADY we are having indications of the interest that is being taken in the Christmas window displays. We have had a number of requests for numbers in which displays have appeared, an indication that these are going to be used as a basis for other windows. We are also receiving word that many merchants contemplate entering this competition.

Keep this matter at the front of your mind and see what you can do to make the most attractive window that has ever graced your store.

There is more selling punch in a good window display than most merchants realize, there is more than is to be found in almost any agency of the store. More especially is this the case at Christmas time, when people are on the streets looking for things to purchase. To fail to take advantage of this great opportunity is to throw away your best selling appeal. Make your windows salesmen, and having so made them, have them photographed and enter them in our Christmas window contest.

THANKS FOR MARGARINE

WHILE there is some hitch in the actual admission of margarine into Canada this has resulted from the activities of the United States Food Department and is expected to be arranged in the near future.

In this matter the Food Controller is to be congratulated. He has actually succeeded in getting this regulation through, over the strong opposition of the dairy interests, interests so strong in their political power that it was doubted if the introduction of margarine was a possibility. Well, the Food Controller has done this thing and deserves the thanks of the people who will benefit from this measure. It has not been possible to see eye to eye with this department in everything they have done, but here at least there will be a practically undivided opinion that the Hon. W. J. Hanna has succeeded in fathering a measure that will mean some alleviation of the serious food situation that is facing the country to-day.

SUBSTITUTE THE POUND FOR THE DOZEN

THE selling of eggs, oysters and ice cream by weight was advocated by the New York State Commissioner on weights and measures. It is to be hoped that this idea will gain other friends. It is difficult to understand why we should stick so steadfastly by systems of measurement that mean absolutely nothing. Why, for instance, should a customer be forced to buy eggs by the dozen? It is buying something of which the purchaser has no way in the world of reckoning the actual value, and no way of being assured that she will get fair treatment. One customer will pick the large eggs in the basket or the large bananas on the bunch and will pay no more than the last purchaser who gets only what nobody else wants. Goods that are made to a standard size can be sold by the dozen, but to sell everything that way is an absurdity.

THE LOST CUSTOMER

EVERY store has them, people who suddenly disappear from the list of the store's customers without any explanation of their disappearance. The store probably gets no statement of the reasons for this sudden disappearance, and that is the main difficulty. The unvoiced complaint is always the hardest to combat. If in looking over your books you find that some customer has apparently stopped dealing with you, surely it is good business to find out why. We are not urging any merchant to beg for business. Not only does that demean the solicitor, but it gives the customer a wholly unwarranted advantage. But something surely may be done by a tactful letter stating that you have missed the business and that you would be glad to know if there has been a service that has been lacking through any fault of yours. A personal call may often straighten matters out because the things that make people change stores, it has been proved time and again, are little things, little annoyances, little discourtesies and a little attention will often set these matters right and hold a customer for the store. It is worth trying anyway.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

The smelt season opened November 28 and very good catches are reported from the east and north shores and shipments of the frozen fish are beginning to go forward. Prices started at six cents per pound for net smelts and seven for hooked fish.

The announcement from Ottawa that the sale of package goods may continue as heretofore, which was received this week, has settled problems which have been vexing the wholesale and retail trade since the announcement that small packages of cereals, etc., were to be prohibited.

At the annual meeting of the St. John Board of Trade members of the council for the coming year were elected as follows: George E. Barbour, T. H. Estabrooks, J. Hunter White, M. E. Agar, W. Burditt, R. B. Emerson, H. C. Schofield, Hon. W. H. Thorne, F. W. Daniel and P. W. Thomson, A. H. Wetmore of Puddington, Wetmore and Morrison was re-elected president.

The potato market in New Brunswick is reported quiet and dull this week. December usually is somewhat slack for potatoes but this month has opened especially quietly. The explanation given is Montreal and Toronto are well supplied with western potatoes which were secured at prices so much lower that the N. B. stock, even though more attractive, could not compete.

Three local business men of Liverpool, N.S., have joined J. F. Clifford, a Boston fish man, who has been buying and shipping fish from here for some months. The company has leased the wharf and stores of Henry Limited, where they have built a large smoke house and office and will engage in smoking different kinds of fish in connection with their other business. The company will be known as the South Shore Fisheries, Limited.

Quebec

N. Richard, grocer, Quebec, has sold assets.

T. B. Rider, general store, Fitch Bay, is dead.

The Russell-Murray Cocoa Mills Ltd., Montreal, has obtained charter.

Flynn Bros, general store, Gracefield, have been succeeded by H. T. Flynn.

Mr. Marshall, of the Western Canada Flour Mills Co., is confined to his home this week.

Canadian Oriental Produce Co., Ltd., Montreal, has changed style to Sterling Chocolate Co., Ltd.

J. Gillies, of Cornwall, has purchased the grocery department of P. P. Boileau, 68 St. Viateur St.

J. M. R. Gugeon, has opened a grocery store at 626 Mount Royal Avenue, formerly the address of A. Bastien.

C. Ritz, of the Robin Hood Mills Co., is this week in the Maritime Provinces, where he is meeting with the managers of the Company's plants at various points.

H. P. Briggs, Halifax manager for H. D. Marshall, was an unfortunate victim in the Halifax disaster, having his face somewhat severely cut. Definite particulars are still lacking.

Zephirin Hebert, President of the firm of Hudon, Hebert et Cie, Montreal, is this week in Ottawa, where he is in consultation with the food controller's committee on matters relative to licenses, etc.

The firm of Chaput, Fils et Cie. have responded to the call for aid from Halifax, and on their own initiative, feeling the need to be great, they have forwarded to the Mayor of Halifax a cheque for $500 to be spent at his discretion in relieving distress.

The following message was sent to Halifax in view of the disaster by the Montreal Branch of the Canadian Fisheries Association:

S. Y. Wilson, President Canadian Fisheries Association, Halifax, N.S.

"The Montreal Branch of the Canadian Fisheries Association deeply sympathize with Halifax in their unfortunate distress, and in the bereavements of so many worthy citizens."

(Sgd.) F. W. Wallace, Secretary.

In addition to this expression of sympathy, the local branch will immediately open a list for contributions from its membership and the proceeds will be forwarded to the president within the next few days.

Ontario

R. A. Dunlop, grocer, Ottawa, has sold assets.

The Crompton Grocery, Brantford, has sold his assets.

George Hinton, grocer, Hamilton, Ont., has sold out.

J. Stewart, grocer, Ottawa & Westboro, has sold his assets.

Mrs. C. Mitchell, grocer, Hamilton, has been succeeded by her son T. S. Mitchell.

Young & Brown, general store, Ridgeway, has dissolved, F. C. Brown continues.

The William Davies' pork and beans factory at Harriston, Ont., has been closed down indefinitely.

J. L. Widdman, one of the pioneers of St. Jacobs, passed away recently in his eighty-fourth year. He has been engaged in the general store business in this section for many years.

William H. Newport died in Hamilton on Dec. 4. Mr. Newport has been associated with the confectionery business in that city for the past 25 years and was highly respected in the community.

The death occurred recently in Hamilton of John Henry Cummer, head of Cummer and Sons, mineral waters. Mr. Cummer has been associated with the business life of Hamilton for the past half century. He has been ailing for some time past.

Western Provinces

F. Charles has recently opened a grocery store at Russell, Man.

E. Morris, general store, Milden, Sask., has moved to Kerriemuir.

H. J. Harris, grocer, Winnipeg, has been succeeded by S. Batt.

Hong Hing Ling Co., grocers, Letellier, have changed proprietorship.

A. N. Bourassa & Son, general store, Lafleche, Sask., has discontinued.

Mrs. A. Doner, general store, Letellier, Man., has removed to Erickson.

Farris & Dahrouge, general store, Brandon, have dissolved partnership.

St. Martin Trading Co., general store, St. Martin, Man., has registered partnership.

F. W. Eder, general store, Denzil, Sask., has been succeeded by Denzil Supply Co.

Hanna Bros., general store, Pine Creek, Man., has been succeeded by J. R. Lippington.

G. L. Foerster, general store, Neepawa, Man., has been succeeded by Ralph & Simpson.

Mrs. M. H. Jordan, general store, Readlyn, Sask., has been succeeded by Denzil Supply Co.

George F. Dent has been appointed manager in Regina for D. H. Bain Co., manufacturers' agents, Winnipeg. Mr. Dent was formerly asistant manager.

Miss Walker, formerly of Nokomis, Sask., who has been conducting a grocery and confectionery business at Alsask, Saskatchewan, for the past four years, has disposed of her store and has left for Millgrove, Ont.

Harvey Davis, well known to the retail trade of Western Canada, is now with Harold F. Ritchie & Co., Ltd. His friends will be glad to see him back on the road again, looking well after a serious illness.

SPECIAL TRAINING COURSE FOR GROCERS

The special grocer's course in the department of special and technical training of the New York Y.M.C.A. is under the chairmanship of Charles A. Elliott. Mr. Elliott, who is an Ontario boy, is now associated with Arbuckle Brothers, New York. This technical training

course in which he has been interested for some time is an instance of one of the best types of specialized training. The lecturers are the actual heads of large mercantile concerns, and men well posted in the grocery business. It is an undertaking worthy of the most pronounced success.

NEW MANAGER FOR WESTERN BISCUIT FIRM

C. C. Wardrope has been appointed general manager of the Paulin-Chambers Co., Ltd., Winnipeg, biscuit and confectionery manufacturers. Some months ago the death took place of L. C. Macintyre, at that time general manager. This necessitated a number of changes, and among the most important of these is the appointment of Mr. Wardrope to succeed Mr. Macintyre. The latter was one of the pioneers of the West, and was well on in years. Mr. Wardrope is a young man scarcely out of his twenties, who started with the firm as clerk twelve years ago, and step by step has reached one of the highest positions attainable in the company's services.

Paulin-Chambers Co., Ltd., was established in 1876. They manufacture biscuits and candies, operating between Kenora and the British Columbia boundary.

NEW GROCERY BROKERAGE FIRM

G. B. MacCallum & Co. have commenced business as grocery brokers and confectionery jobbers in Montreal. Their office is at Room 18, Woolworth Bldg., cor. St. Catherine & McGill College Ave. G. B. MacCallum and R. J. Spargo are partners in the concern. Both are returned soldiers, Mr. MacCallum was a Lieutenant in the 112th Battalion which went from Nova Scotia, and Mr. Spargo was Sergt.-Major in the 12th Battalion from Quebec. At present they are handling Vogans, Ltd., Toronto, line of cakes as the Montreal agents and the Charbonneau lines of confectionery and biscuits for the English-speaking section of Montreal. They also handle syrups.

MORE POWER FOR MERCHANTS OF SASKATCHEWAN

The Retail Merchants' Association of Saskatchewan recently waited upon members of the law amendments committee of the Saskatchewan Legislature with a request for more latitude for the creditor in the small debts court, the giving of power to local J.P.'s to have debtors brought before them and examined for discovery; the increasing of the provincial fee for hawkers and pedlars, and statutory power being given to cities and towns to declare a half holiday each week during certain of the summer months. In dealing with the first request it was outlined that the association desired that the retail merchant be given the privilege of obtaining executions for a sum smaller than $50, the amount now settled in the small debts court. The merchants' deputation consisted of Messrs. Polson, Hutchinson and Raymond. A fee of $200 was suggested as a fair taxation on hawkers and pedlars.

Lieut. R. C. Gillespie, 2321 Stephens Street, was killed in action October 31. He enlisted two years ago and was well known in Vancouver, having lived there for seventeen years. Previous to his enlistment he was employed by the A. McDonald Company, Limited, of that city.

Milton R. Nichols is an old Kincardine boy and a son of Mrs. J. Nichols, Princess Street. Was at one time reported killed. He has recently been visiting his mother in Kincardine. Prior to the war he was employed by the National Grocery Co., Seattle, Wash.

New Goods Department

4-ONE BOXES

The Canadian Wood Products, Ltd., 1,000 Gerrard St. E., Toronto, are now putting on the Canadian market 4-ONE boxes which it is stated are used by many manufacturers in packing their products. It is stated the strength of 4-ONE boxes is measured in terms of steel wire and not in terms of wood, the peak load being carried by the wire.

4-ONE boxes, knocked down, consist of four separate sections, top, side, bottom, side, connected only by continuous steel binding wires and of two separate end pieces.

4-ONE boxes are made by folding these four separate sections at right angles to each other, which tensions the wires at the corners, causes the top and bottom sections to overlap the side sections along the full length of the corners, and gives tight, square corners. The end pieces are nailed or stapled to the cleats from the inside.

It is claimed that under external strains the four separate box sections slide on each other at their edges, causing the strains to be taken up immediately by the tensioned steel binding wires and to be borne by these steel binding wires and to be borne by period of strain, and that bulging strains also are resisted by the steel binding wires.

H. Dalabarre, St. Ours, spent a day or two in the city, and while here made his headquarters with Jos. Ward & Co.

ABNORMAL COFFEE CROP CRIPPLES BRAZIL

(Continued from page 21.)

Coffee men in the United States are anything but optimistic over the present outlook.

It is estimated that the state of Rio de Janeiro alone, which in past seasons has averaged a normal yield of 2,750,000 bags, will, according to receipts, send in a total of 4,000,000 bags for the year.

The state of Espirito Santo, which has always hovered about the 750,000 mark, will, according to the predictions of local experts, reach at least a total of 1,000,000 bags.

The state of Sao Palo will turn in a crop of no less than 12,000,000 bags.

It would be entirely too much to expect that the marching armies of the Allies could possibly consume enough coffee to offset or reduce to a normal basis the glut which is sure to come.

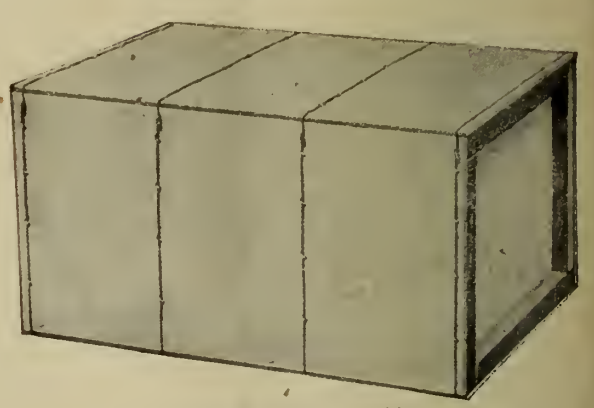
It is pointed out, however, that there need be no waste or actual loss of stocks from deterioration from storage if this is done under proper conditions, for the keeping qualities of coffee are good.

As to the domestic angle of the unprecedented situation, it is generally believed there will be considerable hoarding of coffee stocks against the close of the war and that American importers, if not prevented by the eventuality above spoken of, may invest heavily with this end in view and in this manner lend a financial helping hand to Brazil.

Teddy had been invited out to tea. He wanted to have the afternoon off from school, but his mother would not hear of it. As his bedtime was 7 o'clock he had rather a short visit, and as he was leaving his hostess said cordially:

"I'm so sorry you've been able to stay such a little while, dear."

Teddy remembered his mother's injunctions to be polite on all occasions, and answered, sweetly: "Oh, it's quite long enough, thank you."



4-One Box Ready for Shipment

PICKLES AND LIME JUICE

The United States naval marines are fed with sour pickles in large proportions for the purpose of preventing scurvy, etc. In the British Navy lime juice is given the sailors at regular intervals for the same reason. This is why tars in the British Navy are known as lime juicers.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OLEOMARGARINE of Canadian manufacture came into the market during the week but importations from the United States have not yet started. The United States Department of Food Control had not yet issued the necessary licenses to export this commodity. It is expected these licenses will be forthcoming, although nothing definite has been given out. Advances have been numerous during the week and include such commodities as marmalade, tobaccos, vinegar, small sizes of package teas, sauces, jelly powder, pickled and smoked fish, storage eggs. Nuts are moving freely. There is a firm situation in peanuts owing to the shortage of supplies. Brazil nuts were in firmer market with advances recorded in certain quarters. Some Manchurian walnuts in the shell came into the market during the week. While shelled Manchurian walnuts have been brought in heretofore, it is stated that this is perhaps the first time they have been brought to sell in the shell. Rangoon beans gave evidence of an easier market. Ontario beans are scarce and hard to get. Honey continues to be very scarce, with an advance recorded in honey in jars. There are fairly heavy supplies of barrel apples in the Ontario market and it is anticipated lower prices would not be improbable. Potatoes showed an easier tendency, although farmers are still holding for high prices in the Ontario field. Carrots are in abundant supply but are not moving. Arrangements have been completed for the purchase of the new crop Cuban raw sugar on the basis of 4.60c f.o.b. Cuba. This should mean a reduction in the price of Canadian refined when the new-crop sugar begins to come on the market early in January. Business in grocery lines was reported very good during the past week, equal to the pre-holiday trade of last year.

QUEBEC MARKETS

MONTREAL, Dec. 11.—With more snow on the ground relieving the poor road conditions there is a noticeable improvement in the state of trade. Many of the jobbers are well satisfied with conditions, but these are not, of course, as brisk as they have been. Demand for strictly holiday lines is good, and one of the larger jobbers states that part of his staff has been working at night. Some relief has been afforded two or three jobbers in that they have received additional shipments, though small, of dried fruits. Raisins of the table variety have come in. Portuguese figs also have been received. New Tarragona almonds are to hand, while one firm has received Sicily filberts. Peanuts are higher by about three and a half cents per pound. Coarse salt is advanced 15c to $1.60 per 150-lb sack. Margarine has been marketed to some extent, although dealers and grocers are buying this carefully until it is ascertained to what extent patronage will prevail for the new product. Three grades of this will be handled and one of the large jobbers is selling to the retail trade at 28c-30c and 31c per lb. in the 1-lb prints and at 27c-29c and 30c in blocks. There seems to be some hitch in getting the product here, owing to the severity of regulations, but it is expected that all who are desirous of handling margarine will have a stock this week. B.C. beans are received and these are of a very high quality. Feed oats are still following an upward trend and are two to three cents higher this week, selling as high as 98c. Sugar is showing a somewhat easier tone, although prices are held.

Coarse Salt Is Up 15c; Some New Lines Nuts

Montreal.

VARIOUS LINES.—There is little new this week in the various grocery lines. Coarse salt has advanced 15c per sack, to $1.60 for the 140-pound size. Several shipments of new nuts have been received and these are very timely and are much sought after.

Sugar Prices Are Held; Some Shortage Of Icing

Montreal.

SUGAR.—There seems to be a better feeling regarding the sugar situation, and while no immediate relief is looked for the situation of the raw market is looking better at producing centres. Surely, if the report of Himeley on the Cuban situation is to be taken as dependable, as it usually is, there is some comfort in the estimate he has made of 3,600,000 tons. Added to this, the beet crop of Michigan, Colorado and Utah should serve to improve the situation in the near future so far as the Eastern United States is concerned. Jobbers here feel that a good deal of thanks is due the retail grocers who have exhibited a fine spirit in accepting delivery of the smaller quantities from week to week that it was necessary to send them. There has been the best of feeling between the manufacturer, the jobber and the retailer during the past months in this respect. Prices are unchanged. Some difficulty is experienced in securing supplies of icing sugars.

	100 lbs
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Reported Scarce In The U.S.

Montreal.

CANNED GOODS. — There is little news regarding the canned goods trade here. Some have been trying to locate supplies from across the border and the replies to their requests are not at all encouraging. Thus, one large broker received the following reply to his request, or at least this is the tenor of the letter: "Canned tomatoes and corn are very scarce here, and of twenty large packers who were asked for supplies only two had any stock whatever. The quantities here were small." This report covered conditions as they are in Indiana, Iowa, Illinois, Ohio and Maryland. It would seem that the visible supply is limited, at least in this large area. Locally there is no

change and orders are being filled as well as the stocks in hand will permit.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats		2 45
1 lb. flat		4 00
1 lb. talls, cases 4 doz., per doz.		3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls		2 40
Cohoes, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"		20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)		2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards		1 75
Peas, Early June		1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s		3 00
Do., (U.S.), gallons		10 00
Corn (on cob, gal. cans), doz.		8 50
Red raspberries, 2s		2 90
Simcoes		2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s		3 00
Blueberries, 2s, doz.		1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.		6 00
Carrots, sliced, 2s		1 45
Apples (gallons)		5 00
Peaches, 2s (heavy syrup)		2 00
Pears, 3s (heavy syrup)		2 45
Pineapples, 1½s		2 25
Greengage plums (light syrup)		1 90
Lombard plums (heavy syrup), 2s		1 70

Portuguese New Figs; More Raisins Are In

Montreal.

DRIED FRUITS. — There is a good feeling among some of the larger jobbers as they have been fortunate enough to receive quantities of new raisins. New loose Muscatels are to hand and the prices are firm, with an increase of ½c per lb. A great many lines of dried fruits are still hoped for by some, but they are not holding a great deal of confidence as to early delivery. It is a notable fact that although one jobber took delivery of 5,000 cases of prunes in November his stock is practically all distributed. Fancy table raisins are steady, with a good demand for them from the retail trade. Some new figs are received and these will be eagerly sought. Those dried fruits which have been held in cold storage are reported as being in good condition and these are now reaching the consumers.

Drained Peels—		
Citron		0 35
Lemon		0 27½
Orange		0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown		4 00
Muscatels, loose, 2 crown		0 11
Muscatels, loose, 3-crown, lb.		0 11½
Muscatels, 4-crown, lb.		0 12
Cal. seedless, 16 oz.		0 14
Fancy seeded, 16 oz. pkgs.		0 13
Choice seeded, 16 oz. pkgs.		0 12
Valencias, selected		0 11
Valencias, 4-crown layers		0 11½
Currants, old		0 24
Do., new		0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Stocks Lighter; Corn Syrups Are Active

Montreal.

MOLASSES, CORN SYRUPS. — Stocks of molasses held here are light. The demand is just fair, and deliveries made are of small sorting lots. The outlook for the new supplies would indicate that there is to be a firmer tendency. Just why this should be is a question that is agitating some dealers.

Corn Syrup—	
Barrels, about 700 lbs.	0 07½
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
2-lb. tins, 2 doz. in case, case.	5 15
5-lb. tins, 1 doz. in case, case	5 50
10-lb. tins, ½ doz. in case, case	5 25
20-lb. tins, ¼ doz. in case, case	5 20

Barbadoes Molasses—	Prices for Fancy, Island of	Choice, Montreal
Puncheons	0 86	
Barrels	0 89	
Half barrels	0 91	

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.	

Tarragona Almonds In; Peanuts Are Up 3½c

Montreal.

NUTS.—This is the busy season for all kinds of nuts, and supplies are being asked for freely by retail grocers. There are some new goods on the market this week. Valencia shelled almonds have been received and are selling at 44c to 46c per lb. Soft shelled Tarragona almonds of new import have been received also and are selling at 21½ to 22½. These are of a very excellent quality. Sicily filberts of new crop are received also. Brazil nuts of the medium size are to hand, and these are selling at 15c to 16c per lb. Peanuts have taken an upward trend and are selling at 3½c over previous prices. Thus, "Bonton" are quoted at 20c per lb.; Sims, 18c; "G," 17c., and "Coons" at 16c. Shelled walnuts are up 1c per lb., with one large jobber selling at 57c to 58c per lb.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 16
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1		0 17
Peanuts, shelled, Virginia, No. 1		0 16
Do., No. 2		0 14
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 23
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags	0 19	0 20
Walnuts (California), No. 1		0 24

Honey Demand Normal; Limited Stocks Here

Montreal.

HONEY.—A few cases of honey are asked for by retailers, and the business confines itself to small compass. There is but a small quantity in jobbers' hands, and it is doubtful if any great quantity is to be looked for from outside points. Prices are firm and unchanged.

Honey—		
Buckwheat, 5-10 lb. tins, lb.		0 17
Buckwheat, 60-lb. tins, lb.		0 16½
Clover, 5-10 lb. tins, per lb.		0 19½
Clover, 60-lb. tins		0 19
Comb, per section		0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lh. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Beans Hold Firmly; Some B.C. Beans In

Montreal.

BEANS.—Some B.C. beans are to hand by one large jobber. These are reported to be a very fine quality, and they are finding ready sale at 15c to 15½c per lb. These are in bags of 100 lbs. A few Indian beans are selling still. These are of an ivory color and cook well. For these about 12c per lb. is being asked. Small lots have come through from Ontario and Quebec beans are finding their way here, although not in large quantities. The Ontario beans are not looked for in large quantities for the immediate future.

Beans—		
Canadian, hand-picked		10 50
Ontario, new crop, 3 to 4 lbs.		8 15
British Columbias		8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.		9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers		10 00
Michigan, hand-picked		10 50
Yellow Eyes, per lb.		0 14
Rangoon beans, per bush.		7 50
Lima, per lb.		0 20
Chilean beans, per lb.		0 14½
Manchurian white beans, lb.		0 15
South American		5 20
Peas, white soup, per bush.		5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Market Quiet; Tapioca Sales Light

Montreal.

TAPIOCA, RICE. — Business in rice and tapioca is of small compass. Being one of the staples, there is the usual replenishing of stocks as they decrease, but this busines is of a limited character. A firm tone characterizes import centres, and this is attributed to the difficulties of getting shipping from South-western points. Prices are unchanged.

Carolina	10 00	11 00
"Texas," per 100 lbs.		9 50
Patna (good)		9 40
Siam, No. 3	8 00	8 50
Siam, (fancy)		8 75
Rangoon "B"		7 80
Rangoon "B," 200-lb. lots		7 70
Rangoon CC		7 60
Packling rice		7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Teas Are Very Firm; Best Qualities Scarce

Montreal.

TEAS.—Scarcity of the better grades characterizes the situation on teas in both Japans and Chinas. Prices are very firm. Many of the jobbers feel that the storms that have prevailed of late will tend to accentuate the transportation difficulty and stocks are likely to grow smaller. The volume of business keeps satisfactory. Even siftings are getting scarce, and some of these are now from

six to seven cents higher than they were a year ago. There is a tendency to higher levels in the primary markets of from 1c to 2c. With firmness of tone prices remain unchanged locally.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Coffee Demand Fair; With Prices Firm

Montreal.

COFFEE.—There is a somewhat quieter tone to the demand for coffee this week, although it is such as is incident to the season prior to the holidays. No complaint is made and a fair amount of business is passing, with prices maintained on all grades. There has been a firmer tendency to the situation in New York markets, but this has not affected local markets. Cocoa is selling well, and maintaining a firm tone as to price.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spice Demand Good; With Stocks Fair

Montreal.

SPICES.—The primary situation with reference to spices continues somewhat unsettled, but prices show no declines. Absorption of spot stocks is being affected to quite an extent at import points, and locally the situation continues normal with a very fair amount of business offering. Cloves continue to be very firm. Ginger stocks are getting smaller and the prices are firmly held. Tapioca is somewhat unsettled and feverish, and for this there is a fairly good request. Prices are maintained in all lines and quotations are as follows:—

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	....	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Malaga Grapes In; Vegetables Lower

Montreal

FRUITS AND VEGETABLES.—There is a somewhat quiet tendency to the fruit and vegetable market, although fruits are in demand for the holiday season. Tendencies will be to a lowering of prices for winter vegetables such as beets, carrots, parsnips and cabbage, and even potatoes are a trifle easier. This wee there arke several lower quotations. Cabbage is selling at $1.75 per barrel. California celery is less by 25c per crate. Red onions are selling from $1.50 to $2 per bag. Boston lettuce is now $1.75. American spinach is to be had in barrels at $7. Some new cranberries of a smaller variety are in and these ar offered at $8 per barrel. There has been a better tone to business for the past week, although improvement is still to be looked for.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, Calif. (Sunkist)	....	5 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 50	7 00
Pineapples, Cuban, grate	....	5 00
Grapes, Malaga, 40-lb. kegs, lb.	....	0 40
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	....	4 00
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal, per bbl.	....	1 75
Cabbage, Montreal, doz.	....	0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario)	....	5 00
Celery, California, per crate	....	6 25
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	1 50	2 00
Spanish onions, large crate	....	5 50
Spanish onions, small crate	....	3 50
Potatoes, bag	2 00	2 20
Potatoes (sweet), per hamper	....	2 25
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 25
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, head, doz. (box)	....	1 75
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	....	1 75
Tomatoes, pound	....	0 30
Horse radish, per lb.	....	0 25
Beans, wax, bag, U.S.	....	7 00
Beans, green, bag, U.S.	....	7 00
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	....	0 50
Mint, doz.	0 20	0 25
Watercress, doz.	....	0 50
Spinach (Canadian), box	....	1 00
Spinach (American), bbl.	....	7 00
Eggplant, per doz.	....	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme, dried savory, dried marjojram, box	....	1 00
Dried Savory box	....	1 00
Cucumbers, Boston, doz.	2 25	2 50
Peppers, per bkt.	....	1 00
Marrows, per doz.	....	1 25
Hauber squash, doz.	....	2 50
Cranberries, per bbl.	15 50	16 00
Cranberries (new), small size, per bbl.	....	8 00
Evergreen (for decorating), dull, per bundle	....	1 75

Flour Holds Firmly; Feed Oats Higher

Montreal.

FLOUR AND FEEDS.—Brisk demand characterized the local situation on flour. All grades are selling well and there is a particularly good demand from country points. Millers are anxious to meet the wants of their many patrons, and supplies are being forwarded with reasonable promptness, in view of the difficulties that confront them. Feed oats are still following an upward trend and are quoted at from 95c to 98c. This is recognized as a very high price, and just how far it will go is difficult to say. Transportation is likely to be interfered with to some extent, owing to severer weather conditions, and with a constant decreasing supply of the better grade oats, in particular, real low levels cannot be looked for. Mill feeds could be sold in much increased quantities if they were to be had, but the shortage of these continues. When it is remembered that it is necessary to mill two bags of flour to get a sack of feed the difficulty confronting the miller is better understood.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	38 50
Shorts	40 00	44 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 95	0 98

Price Rolled Oats Firm; Other Cereals Unchanged

Montreal.

CEREALS.—There is firmness in the cereal market here, with rolled oats showing a firm undertone. Demand is good for this time of the year and supplies are being delivered well. Country business is good with jobbers, who state that they are finding it in some cases better than a year ago. With no changes from last week the following quotations are made:

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 20	5 75
Oatmeal, granulated, 98 lbs.	5 50	5 75
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 70	5 25
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60
Wheatlets, 98 lbs.	....	5 80

ONTARIO MARKETS

TORONTO, Dec. 12.—Changes in prices in grocery commodities have been quite generally in the upward direction. Some of the lines in which advances have been recorded include vinegar, small sizes of package teas, tobaccos, jelly powder, smoked and pickled fish, storage eggs, geese, orange marmalade. Brazil nuts were in firmer market, with an advance in the primary market recorded and local wholesalers following upward in some instances.

There is a good demand for nuts of all kinds, as this is the heavy consuming season. Honey supplies are very light. Supplies of barrel apples in the local market are also reported fairly heavy. Trade for the Christmas season is reported fully up to the volume of last year. Shortage of many lines has retarded business to a certain extent.

Deal Consummated With Cuban Planters

Toronto.

SUGAR.—One of the most important agreements put through in food commodities was that consummated during the past week between the International Sugar Committee and the Cuban Planters' Committee. President Menocal, of Cuba, lent his good offices in bringing about this agreement. Intimations have been made in these columns for some three or four weeks past to the effect that the price to be paid for the entire Cuban crop was likely to be on the basis of 4.60c per pound f.o.b. Cuba. It turns out that this is the exact figure which the Cuba planters have agreed to accept. There is one item that is still in abeyance, namely, the rate of freight from the Island of Cuba to Atlantic ports. The International Sugar Committee hopes to secure a rate of 30c per hundred, but at a meeting held with the West Indian freight concerns tentative figures of 39c from north shore of Cuba and 47c from south shore of Cuba to Atlantic ports were agreed upon. If the 30c rate is obtained it will mean that the price of refined sugar should be 1c per pound lower. If the rate is somewhere between 39c and 47c per hundred it will mean that the decline in sugar will probably be slightly under 1c, or somewhere between ¾c and 1c. It is understood that the International Sugar Committee will extend their operations to the purchase of Porto Rico, St. Croix and San Domingo sugars, their entire purchases involved being in the neighborhood of 4,000,000 tons. It is estimated the Cuban production for the season now opening will be in the neighborhood of 3,200,000 tons. There are now nine centrals grinding on the new crop, and it is expected there will be free movement of new crop sugar into the Canadian market by the middle of January. The local situation is worrying through. Some shipments of sugar came into the local market during the week on old contracts, but refiners are not taking new business at present.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	9 14
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.: 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobaccos And Vinegar Register Advances

Toronto.

TOBACCO, VINEGAR, SAUCES.—A considerable advance has been recorded during the week in Macdonald and Imperial lines of tobaccos. Following are the prices now prevailing: Currency plugs 8's, 6-lb. and 12-lb. cads, 62c lb.; Currency bars, 16 cuts, 9-lb. and 18-lb. cads, 62c lb.; Bobs 8's, 4½-lb. and 12-lb. cads, 64c lb.; Payroll 10's, 6-lb. cads, 80c; Payroll bars, 10 cuts, 80c lb.; Stag bars, 8's, 80c lb.; Shamrock 9's, 70c lb.; Shamrock 6's, 70c lb. Cut tobaccos are quoted as follows: Old Chum 14's, $1.16; Meerschaum 14's, $1.16. These latter two grades are now put up 14 to pound instead of 12 as formerly. B. C. No. 1 cigarette 18's in 2-lb. cartons are quoted at $1.40 lb.; Great West 10's in 3-lb. cartons are quoted at 80c lb. Columbia little cigars are now quoted at $1.60 per box of 10/10's. Pure gold jelly powders have advanced 15c per dozen, and are now quoted at $1.25. Lea & Perrins sauce in half-pints have been advanced 60c per dozen, now being quoted at $4.50. Vinegars have been advanced in price 2c per gallon, effective on and after Jan. 1, 1918. Following are the new prices: Spirit vinegar—Proof, 42c gallon; Standard, 39c; Pickling, 37c; XXX, 32c; XX Extra, 29c; XX, 27c. Cider vinegar—XXX, 32c; XX Extra, 29c. Other grades of cider vinegar will not be obtainable. Belleville spirit vinegar is quoted as follows: XXX, 28c gallon; XX Extra, 25c, XX, 23c gallon.

Molasses Situation Subject Of Investigation

Toronto.

MOLASSES, SYRUPS.—Intimations were made in the United States during the week that the molasses trade is to be the subject of investigation in the near future, looking to the possibility of control of prices. Molasses is placed in the same category with sugar as a food product, and something may develop in the line of price regulation. Prices in the local market are firmly maintained. In one instance there was an advance of 3c per gallon during the week on West India grade, which makes the quotation 55c in half-barrels. Stocks of tin molasses on spot are fairly good. Rogers syrup in 5-lb. tins is now selling at $6.20 per case of 12 tins.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
West India, ½ bbls., gal.	0 52	0 55
West India, 10-gal. kegs	....	0 65
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Orange Marmalade Prices Go Higher

Toronto.

CANNED GOODS.—Quotations on canned goods were firmly maintained during the week. Tomatoes and corn from the United States, which have been purchased to lay down in this market at lower prices than the Canadian product, are having a steadying effect on the prices for the Canadian lines. Stocks of Canadian packed tomatoes and corn are light, and would possibly have a tendency to go even higher than they are at present were it not for the presence of these goods from the United States. One of the lines to show an advance during the week was E. D. Smith's 16-oz. jars of orange marmalade, which are now quoted at $2.60 per dozen. Quotations on other lines held steady during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Alaska reds, 1s, doz.	....	3 85
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 40	2 50
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	....	3 75
Red springs, 1-lb. talls	....	3 15
White springs, ½s, dozen	2 25	2 35
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	....	2 25
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Further Supplies Of Dried Peaches In

Toronto.

DRIED FRUITS.—Some further supplies of dried peaches reached the market during the past week, and were quoted at 22c per pound for fancy 25-lb. boxes. Arrivals of dried peaches so far this year have been very light. In fact, arrivals of dried fruit of all kinds have been very meagre. Reports from the coast stated that in normal times there would be in the neighborhood of 300 cars per day moving from California points at this time of year. Shipments so far

have been very light, one of the best days so far reaching in the neighborhood of 100 cars in one day. Some old crop California Valencia raisins are being offered at 7c per pound to clear out. These raisins are stated to be suitable for mincemeat manufacturers. This represents a decline of ½c per pound from recent quotations. Quotations on other lines held unchanged.

Apples, evaporated	0 24	0 24½
Apricots, unpitted	....	0 16¾
Do., standard, 25s	0 24	0 26
Do., choice, 25s	....	0 28
Do., fancy, 25s	....	0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 33
Citron	0 35	0 40
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	0 85
Cal., 10 oz., doz.	....	1 35
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	....	0 14½
60-70s, per lb., 25's, faced	0 12¾	0 14
70-80s, per lb., 25's, faced	0 12¼	0 13¼
80-90s, per lb., 25's, unfaced	0 11¾	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾
Peaches—		
Standard, 25-lb. box	....	0 15¾
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 12	0 15½
Valencia, Cal.	0 07	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Package Tea In Small Sizes Registers Advance

Toronto.

TEA.—An advance was registered in the price of Salada tea during the week on the small sizes. Brown Label ¼'s are now quoted at 47c per pound and ⅛-lb. packets at 48c per pound. Blue Label ¼-lb. packets are quoted at 55c per pound and ⅛-lb. packets at 56c per pound. Advances in these lines have been due to the higher cost of containers and labor involved. The increase is from 1c to 2c per pound. There has been some further buying of Java teas for import, but there is very little activity in the buying line in Indias and Ceylons. Teas are selling in the local market at prices that are below the cost to import at the present time. It is only the presence of fairly good stocks that acts as a steadying factor in the market. When existing stocks dwindle somewhat there is pretty sure to be a movement in the upward direction. Demand for teas has been good. Quotations hold unchanged during the week on bulk teas.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	....	0 38
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Heavy Purchases Of Coffee Cause Firmness

Toronto.

COFFEE, CHICORY, COCOA.—A purchase of 2,000,000 bags of coffee from the Brazil Government by the French Government has had the effect of putting considerable firmness in the market. Reports of this sale have been current for some little time, and it has now come to be generally conceded as a fact among coffee merchants in the primary market at New York. Buying of considerable blocks of coffee for delivery in July of next year had the effect of giving firmness to future coffees. In the local market there was no disposition to change quotations, but the movements in the primary markets have been watched with interest. Chicory held in steady and firm position, holders not being very anxious to sell in view of the crop shortage. One dealer withdrew from the market during the week until additional shipments could be brought forward. Cocoa was steady and in continued good demand.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Make Big Advance In One Quarter

Toronto.

SPICES.—One concern advanced the price of their cloves 15c per pound during the week, and are now selling at 75c per pound. While others were still quoting on the basis of 60c per pound, they intimated their stocks were very light, and that it was only a question of a very short time until they would have to move their quotations upward in conformity with costs in the primary market. Cream of tartar in bulk is in firm market owing to the scarcity. French pure cream of tartar was quoted on the basis of 70c to 75c per pound. Tartarine is a substitute for cream of tartar, which is having a good sale at the present time. In pails it is quoted at 25c per pound, kegs at 23c per pound, and barrels at 21c per pound. Quarter-pound packages are quoted at 90c per dozen, 8-oz. tins at $1.75 dozen, and 16-oz. tins at $3.25 per dozen. Other lines of spices held unchanged.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 70	0 75
American high test	....	....
2-oz. packages, doz.	....	1 35
4-oz. packages, doz.	....	2 40
8-oz. tins, doz.	....	4 75
Tartarine, barrels, lb.	....	00 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 16 oz., doz.	....	3 25

Brazil Nuts Firmer; Manchurian Walnuts In

Toronto.

NUTS.—There was a firmer tone to the market for Brazil nuts during the week as the result of an advance of 1c per pound in the primary market. In some quarters where quotations were made on the basis of 13½c to 15c per pound the range was raised to 14½c and 15c. In some quarters, however, quotations were still made on the basis of 13½c to 15c per pound. Some new crop shelled almonds reached the market during the week, and are quoted on the basis of 42c to 45c per pound. There is a shortage of peanuts on the local market and prices are firm. Some Manchurian walnuts in the shell came into the local market during the week for the first time. Shelled Manchurian walnuts, however, have been brought into this market heretofore. It is asserted these nuts are fine, appearing with a good quality of meat and rich in oil. They are quoted at 24c per pound. Shelled walnuts advanced 2c per pound from the low quotation of last week, making the range now 60c to 65c per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Walnuts, Manchurian, lb.	....	0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Cocoanuts, per 100	....	7 50
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Flood In Siam Destroys Large Quantity Of Rice

Toronto.

RICE.—Owing to a flood recently in Siam which inundated 400,000 acres of rice fields and destroyed some 279,000 tons of paddy rice, prices of this commodity are in firmer market. Rice farmers of the Southern United States show no disposition to weaken in their stand for high prices for their crop. The trade is holding off in their purchases, as the demand in the local market is not heavy at the present time, and there is a disposition to look upon present prices as higher than are warranted. The producers of Southern rices, however, appear to have the whip hand, and until

they weaken there is not much chance of any easier condition in the market.

Texas, fancy, per 100 lbs	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs	....	0 12½
Siam, fancy, per 100 lbs	9 00	9 50
Siam, second, per 100 lbs	8 00	9 00
Japans, fancy, per 100 lbs	10 00	11 00
Japans, second, per 100 lbs	9 50	10 00
Chinese XX, per 100 lbs	8 00	9 00
Tapioca, per lb.	0 14	0 15

Indian Beans Were In Easier Market

Toronto.

BEANS.—There was an easier feeling in the market for Rangoon beans, and quotation on the basis of $5.75 per bushel was more general. Quotations, however, were made as high as $6.60 per bushel. Demand for Indian or Rangoon beans is reported fairly good. Ontario beans still continue to be a scarce article. Shipments of new crop lima beans were expected to reach the local market in the near future.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	8 40
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	6 60
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Firm Market On Package Rolled Oats

Toronto.

PACKAGE GOODS.—There is a firm market for package rolled oats, due to the scarcity of oats. Advances have already been recorded in bulk rolled oats, and some wholesalers are inclined to look for higher prices in the package goods. All lines of package cereals are now being sold on the market in package of less than 20 pounds, with the exception of lines that carry premiums. These premiums must be taken out before they can be sold, according to the dictate of the Food Controller. Starches and cornstarch held in steady market.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Honey In Jars Goes To Higher Levels

Toronto.

HONEY.—The firm situation in honey induced by the scarcity of this commodity has worked out toward higher levels for honey in jars; 7-oz. jars have advanced 5c dozen, and are now quoted at $1.45; 12-oz. jars have advanced 25c, and are now quoted at $2.75 dozen; while 16-oz. jars are quoted $3.50 dozen, also an advance of 25c dozen; 14-oz. fancy jars are quoted at $2.90 dozen. Comb honey is very scarce. Buckwheat honey in 60-lb. tins is quoted at 18c.

Honey—		
Clover, 5 and 10-lb. tins	0 21	0 23
60-lb. tins	0 20	0 21
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, doz.	....	3 60
Do., No. 2, doz.	....	....
Do., No. 3, doz.	....	....
Jars, 7-oz., doz.	1 45	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 75
Do., 16-oz.	....	3 50
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	12 60
No. 2, half gal. tins, 12 to case	....	14 20
No. 3, quart tins, 24 to case	....	15 55
No. 3, quart bottles, 12 to case	....	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Barrel Apples Are In Good Supply

Toronto.

FRUIT.— Estimates from reliable sources place the stocks of barrel apples in this city at the present time between 60,000 and 70,000 barrels. In view of the fact that many of these are of the fall varieties, which will not keep very long into the winter, the opinion is expressed in some quarters that there is a likelihood that lower prices may come in barrel apples. There are furthermore good stocks of box apples in the city at the present time. Apples have not been moving very freely. There are a lot of Jonathans and McIntosh Reds on the market, and these ordinarily should be cleaned out of the market by Christmas. Oranges are not in heavy supply, and it is expected there will be a better demand for box apples at the holiday season on this account. A car of California navel oranges reached the local market during the week, and were quoted at $5 to $5.50 per case. California lemons are due to arrive and will be quoted at $9 per case. Fruit of all kinds has been moving somewhat slowly during the past week.

Apples—		
California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 00	7 00
Kings, No. 1, bbl.	....	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 50	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	4 75	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	5 00
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	2 50	3 00
Cranberries	....	16 50
Do., 50-lb. box	7 00	7 50
Do., late Howes	19 00	20 00
Grapefruit—		
Jamaica, 46s, case	....	3 50
Do., 54s, case	....	3 75
Do., 64s, 96s, case	....	4 00
Do., 80s	....	4 25
Florida, 36s, 46s, case	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 75	5 00
Porto Rico, 36s, 46s	....	....
Do., 54s, 96s	....	....
Oranges—		
California Late Valencias—		
96s, 100s, case	4 00	4 25
126s to 250s	4 50	4 75
288s, 300s	3 75	4 00
Mexican oranges, 126s to 250s.	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, half box	3 25	3 50
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case	....	9 00
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, cs. 30-36s	5 50	6 00
Pomegranates, per box	3 50	3 75
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Potatoes Quoted Slightly Lower

Toronto.

VEGETABLES.—Slightly lower quotations were made in some quarters for Ontario potatoes, prices ranging from $2 to $2.15 per bag. There is a disposition to look for lower prices on potatoes owing to the stocks that are now in the country. Farmers are still holding for higher prices, as wholesalers have found out in making a survey of the Ontario district. Carrots are in plentiful supply. Turnips were quoted as low as 50c per bag in some instances. Vegetables were in slow demand during the week. Cold weather hampered the movement both to the city and in the city.

Beets, bag	0 85	0 90
Brussel sprouts, quart	....	0 15
Cauliflower, barrel	....	3 50
Cabbage, Canadian, barrel	2 00	2 25
Carrots, bag	0 65	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate	....	3 00
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates	....	3 00
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag	....	3 50
Potatoes—		
New Ontario, bag	2 00	2 15
N.B. Delawares	....	2 40
Sweet, hamper	....	2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	....	0 30
Parsnips, bag	1 00	1 25
Turnips, new, bag	0 50	0 65

Pickled and Dried Fish Tend Upward

Toronto.

FISH, OYSTERS.—There was a firmer tendency in smoked, pickled and dried fish during the week. Smoked fillets showed a firmer tendency by 1c per pound, the range of prices being increased to 16c to 19c per pound. Boneless Digby herring were advanced 25c to 40c per box and are now quoted at $2.25. Lower quotations on shredded cod disappeared during the week, which now makes the general range on 1-lb. blocks $3.40 and on 2-lb. blocks $4.50. Halifax shredded cod was quite generally quoted at $2.20 per box and salt mackerel in kits at $2.50. Labrador herring in barrels was quoted as high as $10.75 per barrel, which represented an increase in some quarters of 75c per barrel. Frozen halibut advanced 1c from the lower quotation. Frozen whitefish were in firm market and quotations were quite generally made on the basis of 14c per pound. Frozen trout were quoted from 15c to 16c per pound.

SMOKED FISH.

Haddies, per lb., new cured	....	0 14
Chicken haddies, lb.	....	0 12
Haddies, fillets, per lb.	0 16	0 18
Ciscoes, per lb.	....	0 17
Kippered herring, per box	....	2 00
Digby herring, skinless, 10-lb.	....	2 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 2-lb. blocks	....	4 50
Strip cod, lb.	....	0 12
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits 15 lbs	....	2 50
Labrador salt herring, barrels	10 00	10 75
Do., half barrels	5 00	5 50

FRESH SEA FISH.		
Halibut, frozen	....	0 20
Salmon, Qualla, lb.	0 14	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 04	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 09	0 10
Cod, market, heads on, lb.	0 08	0 10
Mackerel, frozen, lb.	0 12	0 13
Flounders, frozen	0 08	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, frozen, lb.	0 07	0 08
Herring, pickled, keg 100 lbs.	....	5 50
Pike, lb.	....	....
Whitefish, frozen	0 14	0 15
Trout, lb., frozen	0 15	0 16
Oysters, per gal.	2 75	2 80
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.	....	10 00
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00

Demand For Flour Continues Brisk

Toronto.

FLOUR.—Announcement has not yet been made by the Food Controller as to the price to be fixed for flour. Although there has been general expectation that some ruling would be forthcoming on the matter early this month, developments in this respect have not yet taken place. In the meantime buyers have come into the market and are stocking up for their requirements, evidently anticipating there will be no material change in prices even when announcement of price is made. Mills are not permitted to sell ahead for any greater length of time than 30 days. Prices held unchanged for both Ontario and Manitoba flour.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Corn Flour And Hominy Up 35c Bag

Toronto.

CEREALS.—Owing to the difficulty of obtaining corn at the present time higher quotations have been made on white corn flour, hominy grits and pearl hominy. An advance of 35c per 98-lb. bag was recorded in each instance, making the quotation on all three commodities $7.25 to $7.35. An embargo has been placed on the shipment of corn from the United States, and until the United States Government decides to let additional supplies come through there will continue a strong market for all corn products. Rolled oats are in strong market. In five-bag lots rolled oats are quoted from $4.75 to $4.85 per bag and in single lots at $4.95 to $5 per bag. Oats are high and hard to obtain. There is a good demand for cereals of all kinds.

	Five Bag Lots F.o.b. Mills	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$6.50-$ 7.00	$ 7.75-$ 8.00
Barley, pot, 98s	4.85- 5.00	5.50- 6.00
Cornmeal, yellow, 98s.	6.25- 6.35	6.50- 6.75
Corn flour, 98s	7.25- 7.35	....
Farina, 98s	5.75- 6.00	6.25- 6.50
Graham flour, 98s	5.40-	5.40- 5.50
Hominy grits, 98s	7.25- 7.35	....
Hominy, pearl, 98s	7.25- 7.35	....
Rolled oats, 90s	4.75- 4.85	4.85- 5.00
Oatmeal, 98s	5.35- 5.40	6.00- 6.25
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s	5.75- 6.00	6.25- 6.50
Peas, yellow, spit	9.50- 10.00	10.00- 11.00
Blue peas, lb.	....	0.10- 0.13½

Above prices give range of quotations to the retail trade.

Millfeeds Going Into United States

Toronto.

MILL FEEDS.—There was a strong market for mill feeds during the week, and in some quarters mixed cars of bran were quoted at $37 per ton and shorts at $42 per ton. In straight cars, bran sold as high as $39 per ton and shorts as high as $44 per ton. Buyers in the United States have been in the Canadian market, and have been competing for available supplies. Quantities that have moved across the line into the United States have not been large, as the Dominion Government requires that a license be secured to make any export. This has been a retarding factor on export business.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35-$37	$37-$39
Shorts	40- 42	42- 44
Special middlings	50- ..	52- ..
Feed flour, per bag	.....	3.05-3.40

MANITOBA MARKETS

WINNIPEG, Dec. 12.—The sugar situation has shown marked improvement during the past week, and stocks are now arriving more plentifully. In a short time jobbers expect to have sufficient sugar for all requirements, providing of course that the public are careful. A western refinery which has not been supplying the Manitoba market for some months has notified the trade that they will supply them in limited quantities, and this together with the curtailed supply from Eastern Canada will no doubt satisfy the trade. Owing to the difficulty of getting standard granulated sugar, refiners have been neglecting the manufacture of icing sugar with the result that there is a serious scarcity at the present moment. It is doubtful whether there will be sufficient to supply the demand for Christmas cakes. Bakers in Winnipeg have been especially inconvenienced on account of this shortage. The trade have been notified by several large manufacturers of package cereals that they have secured licenses from the Food Controller to continue the manufacture of package goods. It is expected in the course of the next few days that they will all have secured a license.

Syrup Unchanged, But Change Expected

Winnipeg.

SYRUP.—There has been no change in quotations, but brokers seem to think that the price of corn syrup will decline after the first of the year when new corn is being used. Just to show how erratic the market is now it is only necessary to state that the cornmeal market went up 60c for immediate delivery last week.

Cluster Raisins And Figs Missing For Xmas

Winnipeg.

DRIED FRUITS.—Christmas figs from California will be here this week. Some early shipments of California lines are now arriving which may possibly take care of the trade for Christmas in some cases, but there is no doubt but that California table raisins are away late. They may be here in time for the city trade but will undoubtedly be late for country shipments unless they are shipped by express. A number of cars were being held at the boundary last week, having been there for ten days or so. Shipment was expected, however, this week. There have been more cancellations of orders for figs and cluster raisins owing to the difficulty in getting them in time for Christmas trade. Dates.—There are not many dates carried in stock in Winnipeg and brokers state that principals are not accepting any more orders for prompt shipment. New dates will not be available until February. Evaporated apples. — Supplies bought early in the year are only just arriving, but the report from the wholesale trade is that the consumption is limited, and in many cases peaches are being used in their place. Shipments of new prunes are beginning to arrive. Currants.—Market is still very high. Shipments of currants are not being made today from Australia, but there seems to be sufficient for the Christmas trade.

No Further Change In Rice Prices

Winnipeg.

RICE.—There is no change in the market. Any change in price will be influenced by the cost of ocean tonnage.

Beans Selling Lower Than Can Be Replaced

Winnipeg.

BEANS. — A broker says that local jobbers are selling beans lower than they can be bought at to-day, and even lower than they are selling in Eastern Canada. The reason they can do this, he says, is that they bought when the market was very low, about two months ago. They will continue to sell at the old basis until they got rid of their stocks, as demand for beans is very small just now. Split Peas.—There has been a temporary shortage of peas, but a car arrived this week. However, jobbers report that the sale of both split peas and whole peas is down, as the public do not seem to be using them.

Plenty Of Nuts, Excepting Peanuts

Winnipeg.

NUTS. — Supplies of nuts for the Christmas trade have come in and have been delivered to the retail trade. Everybody seems to have fair supplies with the possible exception of peanuts, of which there are lots on the way, but which are difficult to trace. The market on peanuts is very high and as buyers have been expecting a decline early next year they have been buying very lightly.

Coffee Market Is Still Weak

Winnipeg.

COFFEE.—The market continues very weak. The French Government is reported to have taken two million bags of coffee from Brazil as credit, and this may help the situation.

Falling Off In Sales Of Canned Goods

Winnipeg.

CANNED GOODS.—Jobbers are reporting a falling off in sales on account of the high price of all canned goods. At the same time everybody realizes that supplies are small. Already supplies are coming in from the United States, but these are probably to take care of the demand next spring.

Canned Salmon Only Now Being Delivered

Winnipeg.

CANNED SALMON. — The trade are only just now securing deliveries on orders which were placed last spring. However, the big sale of salmon is not until the summer, although the campaign being run by the government in the way of pamphlets urging people to eat more fish will undoubtedly have an immediate effect on the consumption. The market on salmon at the coast continues very high.

Jap Oranges $1.25; Lemons Up To $9.50

Winnipeg.

FRUIT AND VEGETABLES. — The cold weather has seriously interfered with the sales of both fruit and vegetables, and business has been very quiet during the past week. New lines coming out are Japanese oranges selling at $1.25 per box, and navel oranges at $6 per case. Michigan pears are selling at $6 per barrel. Parsnips are bringing $4 per box but the supply is very limited. There is a good supply of potatoes, but the cold weather is affecting the sale of these too. They are bringing $1.25 per bushel. Lemons have jumped to $9.50 per case. Emperor grapes have declined to $2.75 per case, and drums $5.75. Grapefruit is down to $5 per case.

Cabbage, lb.	....	0 03
Cauliflower, Cal., doz.	....	2 25
Celery, Cal., crate 100 lbs.	....	7 50
Potatoes, new	1 10	1 25
Carrots, cwt.	....	2 50
Turnips, cwt.	....	1 50
Head lettuce, Cal., doz.	....	1 00
Tomatoes, Cal., box 25 lbs.	....	2 50
Tomatoes, B.C., 4-bkt. crate	....	2 75
Onions, Valencia, large case	....	7 50
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Parsnips, bag	....	4 00
Fruits—		
Apples, Nova Scotia, bbl.	....	6 25
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Apples, Spies, No. 1, $3; No. 2, $2.75; No. 3	....	2 50
Apples, Wagners	....	2 25
Oranges, Valencias	....	5 50
Lemons	....	9 50
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Grapes, Emperor, case	....	2 75
Grapes, drums	....	5 50
Grapefruit, Florida, case	....	5 00

Rolled Oats Jump To $4.50 For 80's

Winnipeg.

FLOUR AND CEREALS.—There is no change in quotations on flour. Domestic flour business continues in more volume than mills can fill. All western mills are behind, especially with the eastern domestic shipments. At the same time all mills are endeavoring to help the Wheat Export Company, who are responsible for wheat and flour shipments, by milling all they can for war purposes.

Rolled Oats.—Price of 80's jumped to $4.50 last week owing to a further advance in the price of oats. A canvass of the rolled oats situation reveals the fact that mills have sold so far ahead that they have nothing to offer at the present time. There is considerable apprehension among millers as to whether they will get a sufficient supply of milling oats to keep them running. They express the opinion that there must be a lot of oats in the country not yet threshed. On the above basis, oatmeal will be selling at $5.20 for 98's.

Feeds.—There is nothing new to report here except that the mills are in a worse plight than ever in the matter of filling orders and they see no relief in sight as the demand is in excess of the supply. Cornmeal is still quoted at $6.15 for 98's. Last weekend cornmeal was much stronger.

Flour—		
Best patents	....	11 00
Bakers	....	10 50
Clears	....	9 90
XXXX.	....	8 90
Cereals—		
Rolled oats, 80's	....	4 50
Rolled oats, pkgs., family size.	....	4 75
Cornmeal, 98's	....	6 15
Oatmeal, 98's	....	5 20
Feeds—		
Bran, per ton	....	34 00
Shorts, per ton	....	38 00

New Prices On Many Fish Lines

Winnipeg.

FISH AND POULTRY.—New prices have gone into effect this week, and the following are some of the most important changes: Haddock now 10c, frozen cod 12c, salmon 23c, mackerel 15c, Finnan haddie, 15c.

Thus, frozen salmon is bringing the same price as was brought by fresh salmon two months ago. This will undoubtedly cause a falling off in demand, but it is expected there will be enough to last at that price. The advance is simply due to the shortage, the same as exists in canned salmon. The trade are offering qualla salmon at 16½c. Finnan haddie has jumped again and is now offered at 15c. It is expected there will be another advance in a short time. New lines include western smelts at 13c, salt lake herring, half barrels, $5; frozen lake herring, 5 sack lots, $4.25, and less than 5 sacks, $4.50. Poultry.—The demand is not very heavy, but it should pick up from now till Christmas. Cold weather is undoubtedly keeping the supply down.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 10
Salmon, frozen	....	0 23
Halibut, frozen	....	0 20
Cod, frozen	....	0 12
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 17
Mackerel, frozen	....	0 15
Finnan haddie, lb.	....	0 15
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, Pacific Coast	....	0 12
Smelts, extra	....	0 23
Smelts, Western	....	0 13
Lake herring, salt, ½ bbls.	....	5 00
Lake herring, frozen, 5 sack lots	....	4 25
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Roasting chickens, lb.	....	0 22
Fowl, lb.	....	0 19
Domestic ducks	....	0 24
Turkeys	....	0 30

GETTING THE FRUIT SALES

A novel and effective display to get a larger portion of fruit sales was recently used by a grocer to good effect. The competition of an Italian fruit store was becoming too great and the result was that the Italian store was becoming the headquarters for all the fruit and vegetables sold in the community. Making a study of the fruit store's methods the grocer saw that the magnitude of the display of fruit was the big element in drawing customers. Considering oranges to be the most conspicuous fruit he could use in his window, the grocer bought 15 boxes—three times as many as he had ever purchased at once before. He advertised a special sale for Saturday and dumped the entire 15 boxes in the window. He borrowed a brand new scoop shovel from the hardware man and put it on the big pile in the window over which hung a sign reading "These large juicy oranges will be scooped out at 29c a dozen on Saturday." By three o'clock in the afternoon all the oranges were gone and many more boxes could have been sold. The customers drawn increased business in other goods, and so the grocer solved the competition problem without cutting prices.

A Checkless, Counterless Grocery Stor

A Suggestion of the System That is Dawning on Us To-day.

By William Lewis Edmonds

AS far as I am aware there is no such thing in operation in all the wide world as a clerkless, counterless grocery store. But although there isn't one in operation, there is one, nevertheless. It is in the head of a friend of mine. I have of course not seen it. But I know it is there because he has told me all about it. And if it wasn't there my friend could tell me nothing about it. For everything that was ever created first had an existence in the brain of its creator, whether it was a needle or a battleship, a shack or a palace, a wheelborrow or an automobile.

The man who has this clerkless, counterless grocery store in his head has recently sold out his grocery business because of the difficulty of securing good clerks and reliable drivers for his delivery wagons.

Like, however, a good many men before him, now that he is out he wants to get in again.

"But when I go into business again it will not be to run the old-time grocery store," he declared. "I'm going to have a medium-sized store, but wherein it will differ from all existing grocery stores is that it will have neither counters nor clerks. I'm going to have every commodity I carry put up in packages and conveniently arranged on shelves where customers can see and handle them."

"But how are you going to serve your customers?" I interjected.

"I won't serve them at all. They'll serve themselves, and pay cash for what they have taken as they pass the box office which I shall locate near the door. By this means it will only require one person to attend to the store."

"Won't you have a delivery system?"

"Not on your life. Every customer will have to take his or her purchases home."

"What inducement will you offer customers? They will hardly wait upon themselves and make their own deliveries unless some inducements are held out."

"I know that and have taken it into consideration in the plans I am working out in my head. Having but small overhead charges to figure into the cost of the goods I'm going to give the customer the difference. In other words, I'm going to sell at lower prices than any other grocer. And then by liberal advertising I'm going to turn the goods over quickly, for after all the only way to make money to-day in the grocery business is to turn over a large quantity of goods at a small profit. At any rate, with the way competition is to-day, you cannot get a big profit in the grocery trade, whether your turnover be small or large."

In the meantime this clerkless, counterless store is stored up in one of the brain cells in the cranium of the aforesaid retired grocer. As to whether it will remain there and eventually die of inertia or be brought forth and made an actuality the future will determine.

CHANGES IN MILLING CONCERN

A change in the management of the Canadian Cereal and Flour Mills Co., Ltd., has been effected through the coming to the concern of A. C. McLeod of the McLeod Milling Company of Stratford. The McLeod Milling Company has been absorbed as part of the Canadian Cereal & Flour Mills Company and Mr. McLeod becomes general manager of the latter concern. H. T. Jamieson, general manager for the past four years, will now devote all his time to his business as chartered accountant. John Kennedy, who has been sales manager of the Canadian Cereal & Flour Mills Company for a considerable time, has withdrawn to form a partnership with F. K. Morrow in the conduct of a flour mill at Preston. The business of S. J. Cherry & Son of Preston has been taken over by Messrs. Kennedy and Morrow and will be continued under the former name. B. H. Muirhead has been appointed sales manager of the Canadian Cereal & Flour Mills Co. The Canadian Cereal & Flour Mills Company now has a 500-barrel flour mill at Galt, a 500-barrel flour mill at Tilsonburg, 500-barrel mill at Stratford, 250-barrel flour mill at Ayr, 500-barrel rolled oat mill at Tilsonburg and a split pea and barley mill at Tilsonburg of a capacity of 200 barrels per day.

MONTREAL BISCUIT FIRM APPOINTS REPRESENTATIVE

Charbonneau Ltd., manufacturers of Imperial biscuits, confectionery, and maple butter, have appointed the following brokers to present them:

C. Morris & Co., Toronto; H. D. Marshall, Ottawa; The Robt. Gillespie Co., Winnipeg.

WHY SAVE SUGAR?

The reason it has become an imperative necessity to save sugar is not because the supplies that we have been accustomed to depend on have fallen off, but because the demand from other sources has been enormously increased. The yearly per capita consumption of sugar is about 91 pounds a year or approximately 4 ounces daily. France and England and Italy as well are living on a yearly per capita consumption of 21 pounds or less than an ounce a day. Much of this demand was formerly met by the great beet sugar production of the Central Empires. This is of course cut off. Sugar is one of the necessities of life, and we are getting more than our share. We must save sugar that more may be sent to these nations whose need is greater than ours.

GROCERY TRADE WELL REPRESENTED IN ADVERTISERS' ASCIATION

The election of offiers for the Association of Canadian Advertisers shows a large representation of men who are more or less directly associated with the grocery trade. Among them might be noted: President, W. M. Mackay, Lever Brothers, Limited, Toronto; Vice-President, W. C. Betts, S. Davis & Sons, Limited, Montreal; Treasurer, J. R. Kirkpatrick, E. W. Gillett Co., Limited, Toronto; among the directors are noted: G. H. Campbell, T. H. Estabrooks Co., Limited, Toronto; R. P. Smith, Wm. Neilson, Limited, Toronto; L. R. Greene, Tuckett Tobacco Co., Limited, Hamilton.

ANOTHER JOKER IN MARGARINE BUSINESS

(Continued from page 44.)

factures oleomargarine shall keep a book in which is entered the date of each importation, purchase, sale and shipment of oleomargarine, and the quantity so imported, sold or shipped, the person from or to whom it has been purchased, sold or shipped, the place from, in or to which it was imported, sold or shipped, and the name of the railway or steamship company by which such oleomargarine was transported; and such book shall be at all times open for inspection by the Food Controller or any person authorized by the Food Controller to examine the same.

9. The Food Controller shall have power from time to time to regulate the price of all oleomargarine sold in Canada, and may determine the price with respect not only to the quality of the oleomargarine but also to the place in which it is sold.

10. (2) Every person selling oleomargarine by retail in packages other than packages so marked shall in every case deliver the same to the purchaser in a paper wrapper on which is printed in capital block letters not less than half an inch long and distinctly legible the word "Oleomargarine." No other printed matter shall appear on the label.

(3) In all hotels, restaurants and public eating houses where oleomargarine is served there shall be prominently displayed in some conspicuous place a placard containing the words: "oleomargarine served here," in capital block letters, not less than one and one-half inches long.

11. There shall be no customs duty charged on the importation of any oleomargarine into Canada that complies with the above regulations.

Both the order-in-council and the Government notice appear to have been very hurriedly thrown together, and the whole matter seems to be in a state of confusion. Take, for instance, section 8 of the Notice, with its sub-sections (a), (b), and (c), which appear exactly as given above.

Then, again, there appears to be no clause forbidding the use of coloring matter in the manufacture of margarine. It is only stipulated that coloring matter shall not be imported in the same packages with the article itself, and that the dealer who sells margarine shall not sell or give away anything intended to color it. True, the order-in-council defines margarine as a substance which contains no coloring matter, but this leaves it open to argument that, provided such substance does contain coloring matter, it is no longer margarine, according to the order, and, therefore, does not come within the restrictions of the order.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Dec. 11.—Butter is firm but lower in price than that at which a recent importation of 2,000 pounds of Australian would have to be sold to make a profit. Australian butter is consequently being held off the market for the present. One concern has a small consignment of margarine, which seems to be having no perceptible effect on the butter market. Lard has advanced to 27c and shortening to 25c. Demand for cheese is good. Sugar has advanced to $9.75. Sales of eggs are confined mostly to storage varieties. The market for onions is demoralized as onions are spoiling and are being sacrificed. The potato situation is unchanged. Advices from California state that oranges have advanced, which will in all probability mean an advance here in the near future. Japanese oranges have declined from $1 to 90c per box. An embargo on raisins has come at a time when stocks here were short and new crop was about to come into the market. Prices have not yet been advanced. A big drive is being made on Ontario strained honey in 2½ and 5-lb. cans at $6.75 and $13 a dozen.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	9 75
Flour, first patents, Manitoba, per bbl., in car lots	....	11 30
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 15
Beans, B.C., white	....	0 17
Potatoes, per ton	28 00	36 00
Lard, pure, in 400-lb. tierces, lb.	....	0 27
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	....	0 75
Eggs, B.C., storage	....	0 58
Cheese, new, large, per lb.	....	0 25
Oranges, box	....	4 50
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 11.—Rolled oats have advanced 15c which now makes 80-lb. sack $4.50. Ashcroft white beans are now being offered at 12¾c. Gallon appies of new pack are being quoted all the way from $2.60 to $3.75. Crisco in No. 1 size are now on the market. Table figs are scarce but a car from California is expected this week which will help out on Christmas trade. Storage eggs are moving freely. Cooked hams and compound lard are one-half cent per pound higher. A small lot of new Malaga raisins arrived by express; 21-lb. size three-crown are quoted at $5.75. Gem lye is now quoted at $4.70 per case.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	4 35
Rice, Siam, cwt.	7 00	7 50
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	....	0 25
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	12 50	14 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 75	5 50
Corn, 2s, standard case	5 15	5 25
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	....	3 50
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Apples, evaporated, 50s, lb.	....	0 23½
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 50
Salmon, pink, tall, case	8 75	9 50
Salmon, Sockeye, tall, case	....	16 00
Do., halves	....	18 00
Potatoes, per ton	35 00	38 00
Navel oranges, case	....	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Dec. 11.—Trading in this district is good, but changes in price have been rather sparse during the week. New cheese has advanced one-half cent and is now quoted at 25c per pound. Salmon is expected to register another advance in the near future, as supplies will be very scarce. Houde's tobacco in the majority of lines has been advanced about 10c per pound. Many merchants are getting licenses for sale of package cereals and it is not anticipated that the sale of goods will be curtailed.

REGINA—

Beans, small white Japan, bu.	....	6 75
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	11 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 50
Rice, Siam, cwt.	....	8 40
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 19
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 46
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	....	4 60
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 60	3 75
Apples, evaporated, per lb.	....	0 19½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 25

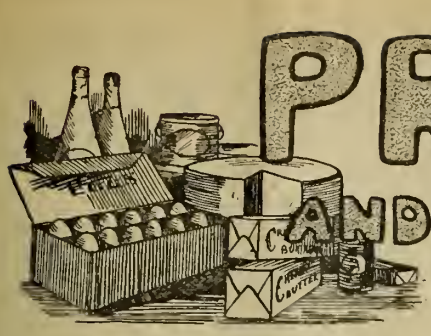
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

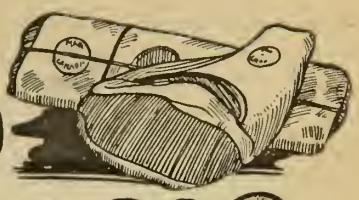
St. John, N.B., Dec. 11.—With a good supply in hands of provincial producers and the immediate prospect of competition from margarine, butter prices have declined and will in all probability go still lower. Creamery is now quoted at 42c to 45c per pound. Dairy butter is quoted at 40c to 42c, with tub butter at 33c to 40c. Margarine has not been offered on the local market as yet, but dealers report supplies on way here. Case eggs are also much easier, averaging 44c per dozen. Compound lard is firmer at 24¾c to 25c per pound. Molasses shows a further advance and is now quoted at 80c to 82c per gallon. American clear pork is firmer in price, now being quoted at $65 to $70. Lemons have advanced and are now quoted at $9 to $10 per case.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	13 75
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 80	0 82
Rolled oats, bbl.	....	10 75
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 52
Eggs, case	....	0 44
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 42	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Lard, pure, lb.	0 31	0 31½
Lard, compound	0 24¾	0 25
American clear pork	65 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 75	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	0 12½
Raisins, fancy, lb.	0 12¾	0 13
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon.	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	9 00	10 00
Oranges, California, case	5 00	6 00
Grapefruit, case	5 00	6 00



PRODUCE AND PROVISIONS



Modern Equipment a Business Maker

The Contrast of the Up-to-date Store With That of Old Time—Using all the Equipment a Business Will Stand a Good Policy—The Importance of These Items Illustrated.

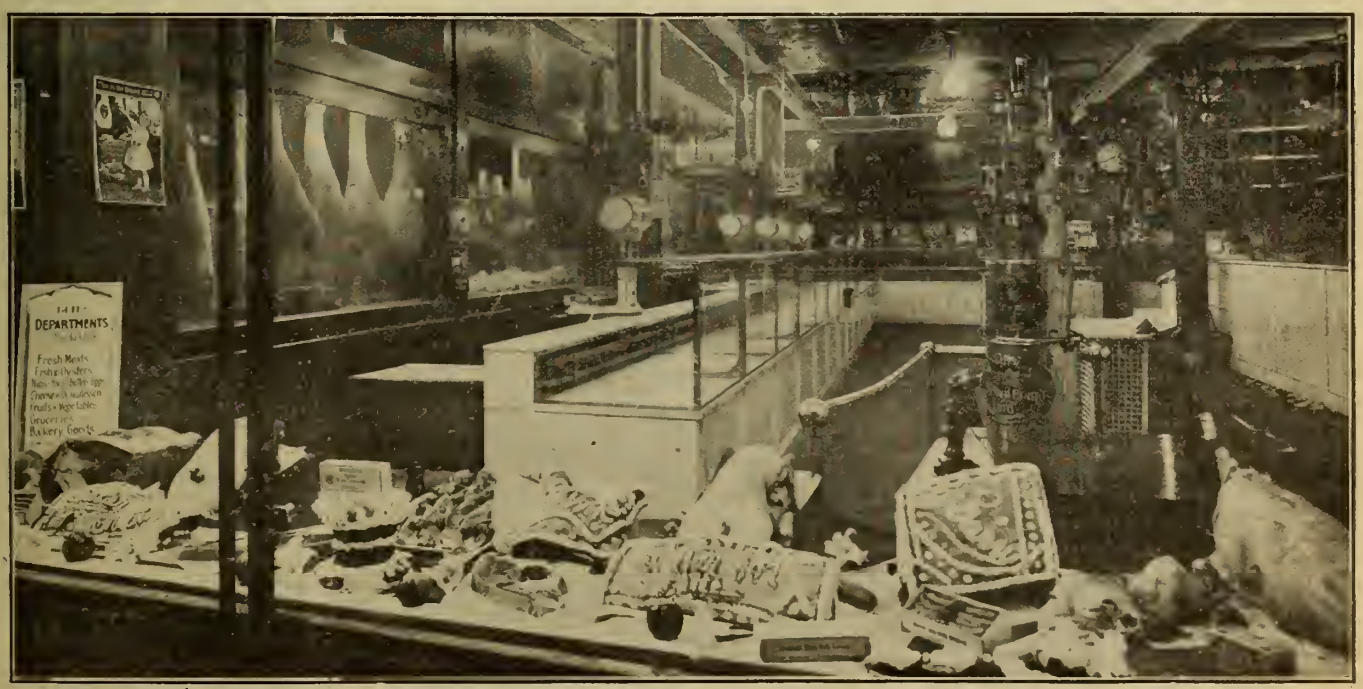
THERE is no part of the store where the matter of equipment is of such vital importance as it is in the provision department. Of course there is no definite system of equipment that can be standardized to meet the needs of every store. The needs of one store are not the needs of another. Conditions of space and location, to say nothing of financial conditions, each have their part in deciding this important matter, and an equipment that might be entirely adequate in one store would not by any means meet the needs of another, so it becomes a matter for each individual merchant to decide for himself. This much may be said, however, and this applies to every store, that in the provision department especially equipment is one of the important selling arguments, and that therefore it is a good business policy for the store to adopt every equipment device that is possible within the limits of the space available and having regard to the financial resources of the merchant. It is the bright airy sanitary store that gets the business.

The Changing Feeling of the Times

In the good old days, if good they were, a meat block and a chopper and a saw along with a plentiful supply of sawdust was sufficient equipment. But of late years there has been growing the idea of sanitation, and that is a growing idea, and every month almost sees a new convert to the improved system of merchandizing. It cannot be said that these merchants are doing all this merely because of their own belief in sanitation, but because they realize the trend of the times, and that such measures certainly mean a better and a more stable business for them.

The Acme of Equipment

Among the stores that have gone extensively into this idea of equipment is the Fort Garry Market Company of Winnipeg, an illustration of which store appears herewith. As the illustration shows, the equipment is far more elaborate than would be possible in the average store. A special feature of this store is its exceptional refrigerator equipment. The glass faced refrigerators are plainly seen in the illustration, illustrating the perfect way in which the largest cuts can be displayed while at the same time being maintained in a very cold temperature. Special refrigerator show cases of white vitralite and glass are also a feature of the equipment. These counters are all refrigerated with coils at the back of the counter, so that while goods are always on display, they are always maintained in a low temperature, which, besides keeping their appearance at a high level, cuts down the element of waste, so often a disturbing factor in the provision business, to the very minimum. The whole equipment is looked after by an ice machine that is capable of maintaining any temperature required throughout the whole system. This store is an example of some of the more ela-



The extensive and attractive equipment of the Fort Garry Market, Winnipeg.

borate equipments, but there is a wide range of equipment that is not nearly as expensive, and may perhaps be better suited to the needs of other businesses. The more modest refrigerator may be all that the average store can accommodate, but this refrigerator should be the most serviceable one of its kind to meet the exact requirements of the store. Such matters as scales and meat cutters and cheese slicers, which a short time ago were considered a luxury, are now almost a necessity. Merchants have found that they are not an extravagance, that the actual ascertainable saving will in the course of a few months come very close to meeting the first cost of these machines. Then there are the years and years of extra service where they may actually be expected to show a net profit. The merchant who does not so equip his store is making an initial saving at the expense of a regular profit on goods that are wasted in the old hand methods.

In this connection a couple of instances might be quoted in support of this contention.

Meat Slicer Doubles Sales

The installation of a meat slicer doubled the business in the provision department of the Dawson & Company, grocery, Brampton, Ont., within a year. Mr. Dawson attributes much of the success of the department to the increased efficiency and elimination of waste which the machine has effected. The machine is an up-to-date model and was installed by Mr. Dawson over a year ago. Immediately the department became more profitable through the ability to make the utmost use of the article being cut, and business increased owing to the fact that customers were given better service and received their cut meat in more usable shape. Business has been on the up-grade ever since until the present position has been reached.

Slicer Increases Cheese Sales

Jackson Bros., grocers, Guelph, Ont., had a first class cheese slicer installed over a year ago in connection with the dairy produce department of the store; and Mr. Jackson now states that the use of the slicer has resulted in greatly increased sales of cheese. Apart altogether from the bigger sales now being made, a greater proportion of profit is being secured from the department by reason of the elimination of waste. A good slicer cuts clean and leaves not a shred of cheese to be counted against the profit. Increased sales soon followed the introduction of the machine in the Jackson business for the customers of this store, like all others, were interested in seeing up-to-date appliances introduced. Mr. Jackson is a firm believer in efficiency as a big help towards success in business and is therefore an advocate of all such labor and waste-saving appliances as the cheese slicer.

Another Joker in the Margarine Business

Canadian Restrictions Have Been Removed, but American Restrictions Cut Canada off From that Source of Supply—Two Canadian Firms Manufacturing Product.

JUST when everything was apparently settled and margarine had become a fact for the whole of Canada, there comes the astonishing news that owing to the fact that the United States Government had made no provision for granting licenses for the export of margarine, and that, therefore, after arrangements had been carefully made to have a sufficient supply from across the border as soon as the permissible date arrived, these cars are held up on the border, not by Canadian Government restriction, but by American.

Armour & Company, of Chicago, write: "Although Canada has let down the bars, there is a ruling of our own Government which will not permit us to make shipments of margarine to Canada at present." This is the position of all the margarine manufacturers who had considered putting this product on the Canadian market.

This, of course, applies only to the imported product, but it affects the three hundred importers who have taken out licenses for its importation. Despite this fact, margarine is actually on sale in Canada. Two manufacturing licenses were granted to the Harris Abattoir Company and the Swift Canadian Company. It was feared that some hitch would be found in this matter, too, owing to the regulation against the export of oils from the United States, but fortunately permission has been granted for getting necessary quantities of cottonseed oil from across the line, and as a result both these firms have the product on the market. As they are only starting operation in this line, it stands to reason that the demand will be greater than the supply. It is confidently hoped that within the next few days arrangements will be made between the Canadian and United States Food Controllers, whereby the last difficulty in the introduction of this much desired product will be removed. As many people are interested in the margarine business, the most recent legislation on the question is appended herewith:

Regulations.

1. No substance intended for the coloring of oleomargarine shall be imported into Canada in packages containing oleomargarine, and no manufacturer, wholesale dealer or retailer dealing in oleomargarine shall deal in, sell, or give away any substance intended for coloring oleomargarine.

2. Licenses for the importation or manufacture of oleomargarine shall be issued from the office of and through the Veterinary Director-General, and shall be countersigned by such officer or officers under the Veterinary Director-General as the Food Controller for Canada may thereto authorize.

3. Oleomargarine imported into Canada shall be accompanied by the export certificate of inspection of the country of production, and every importer shall, at the time that the importation is made, produce to the Collector of Customs such importer's license, and deliver to the Collector the certificate of inspection of the country of origin. Import licenses will be issued in duplicate, one copy to be deposited with the Customs when the first entry is made.

4. Licenses to manufacture oleomargarine shall only be issued to such applicants as have satisfied the Veterinary Director-General that the building or buildings in which the applicant proposes to manufacture the oleomargarine is or are well lighted and ventilated, constructed of suitable material and provided with sanitary conveniences for the employees, that there is no danger of contamination from objectionable odors from packing houses, fertilizer houses or other sources, that the machinery and equipment is modern and capable of easy and efficient cleaning, and that the probable output of the proposed establishment will be sufficiently large to justify the employment of an inspector.

5. No oleomargarine shall be manufactured in Canada except under the supervision of inspectors appointed by the Minister of Agriculture.

6. All material entering into the composition of oleomargarine shall be subject to inspection, and if not approved by an inspector shall not be used. The inspector shall have power at any time to take samples of any such material for analysis. No oleo oil or neutral lard shall be used in the manufacture of oleomargarine unless it is the production of an abattoir under the inspection of the Minister of Agriculture of Canada and bears the Government inspection mark, or has been manufactured in the country of origin under inspection satisfactory to the Minister, and is at the time of importation covered by the official markings and export inspection certificate of the country of origin. No milk shall be used in the manufacture of oleomargarine unless it is from tuberculin tested cows or else has been pasteurized before using, and no butter shall be used in such manufacture unless it is free from rancidity or any objectionable odor.

7. Inspectors appointed by the Minister of Agriculture shall have access at all reasonable hours to any premises in Canada in which oleomargarine is manufactured or stored.

8. No oleomargarine shall be sold in Canada unless it is in (a) the original package, marked and labelled as required by these regulations. (b) each small package shall be wrapped separately, and on the label or wrapper the word "Oleomargarine" shall be printed or marked so as to form the most conspicuous word on the label or wrapper. (c) all labels, wrappers and packages shall bear the official inspection mark of the country of origin, together with the name and address of the manufacturer.

9. Any person violating any of the provisions of these regulations shall be guilty of an offence and liable on summary conviction to a fine of not less than fifty dollars nor exceeding five hundred dollars, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment.

The following are extracts from the order-in-council issued on October 25. These presumably still hold good, not having been cancelled or modified by the Government notice above reproduced:

Whereas attention is drawn to the abnormal demand for butter due to war conditions and to the very great probability that such abnormal demand and consequent high prices will prevail for this product for some time to come;

And whereas it is in the public interest, under the special conditions above named, that other fats should be available in Canada under strict and reasonable conditions as a substitute for butter—

Therefore His Excellency the Governor-General in Council, under and in virtue of the provisions of The War Measures Act, 1914, is pleased to make and enact and doth hereby make and enact the following Regulations providing for the importation to Canada and the permitting of the manufaeture, sale and possession within Canada of oleomargarine and establishing the conditions of such importation, manufacture, sale and possession, such regulations to be in force and to have effect for the period during which the present abnormal conditions continue, the conclusion of such period to be determined by His Excellency the Governor-General in Council, as provided in the said regulations, and as a war measure only;

2. For the purposes of these regulations "oleomargarine" shall mean and include oleomargarine, margarine, butterine, or any other substitute for butter which is manufactured wholly or in part from any fat other than that from milk and cream, which contains no foreign coloring matter and which does not contain more than sixteen per cent. of water.

6. No preservative shall be used for or in oleomargarine except salt without the written permission of the Food Controller.

7. No person, other than a manufacturer of oleomargarine shall mix oleomargarine and butter.

8. Every person who either imports or manu-

(Continued on page 41.)

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

TWO outstanding incidents in the provision market during the week were the placing on sale of margarine of Canadian manufacture and the assurance that cottonseed oil was to be placed on the list of licensed commodities by the United States for shipment into Canada. This latter announcement was made last week but there was no definite announcement made respecting the arrangement and doubt was still left in the minds of many importers. While margarine manufactured in Canada has been placed on sale the licenses have not yet been issued by the United States Department of Food Control for shipment of the product into Canada. Doubt is expressed by some importers as to whether these licenses are going to be issued, but the more optimistic incline to the opinion that it will be only a question of time until the licenses are issued by the United States. Sales were again made of shortening during the week by manufacturers who were fortunate in having a supply of cottonseed oil on hand. With a more general sale of margarine it is expected the price of storage creamery butter will be affected, as the price of dairy butter has already been affected. Storage eggs were in firmer market during the week as a result of a higher market in the United States and the clearing out of stocks held by some of the large Canadian dealers. New-laid eggs were higher in price. Geese and ducks were in lighter supply and prices showed a firmer tendency. Smoked and pickled fish were quoted at higher prices during the week. Trade is seasonably good.

Live Hogs Firmer; Storm Delays Supply

Montreal.

PROVISIONS.—Owing to the heavy weather the receipts of live hogs have been small, but supplies are expected soon, as the weather is now better. There is a firmer tendency and quotations this week are stronger at $18.50 to $19 per 100 lbs. There is a very good demand and all products are holding firmly. Dressed hogs are selling still at $24 to $26 per 100 lbs., but the tendency is to firmness. It is quite probable that supplies may be light if the heavy weather of the past few days should continue. Snow has drifted badly in many parts. and this will have an immediate effect in holding back deliveries to some extent.

Hogs, dressed	24 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	18 50	19 00
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Stocks of Lard Light; Prices Are Maintained

Montreal.

LARD.—Supplies of lard in dealers' hands are not very heavy. The same conditions applying to shortening may be applied to the lard market—viz., that oils are held up at U. S. points, which indicates the care which our neighboring Government is exercising over certain products. This has thrown a heavier demand on lard. The demand is fairly good, and while no changes are recorded, prices hold firmly.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Shortening is Firm; Supplies Limited

Montreal.

SHORTENING.—Owing to the regulations with regard to exportation of all kinds of oils from the United States dealers here are having some trouble with regard to supplies. Pending decisions to be made, this will be a factor confronting the dealers in the immediate future. It is to be hoped, however, that there will be some relief within the next week. Prices remain unchanged.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Poultry Demand Good; Prices Very Firm

Montreal.

POULTRY.—The local dealers in poultry have received notice from the express companies that, owing to the Halifax disaster, they will not accept empty poultry crates to Eastern points after December 14. The traffic will be so heavy for the required supplies which must be sent forward with all despatch that this is deemed necessary. As a consequence, there will be a resultant effect on the shipment of live poultry, but dealers hope that the fresh-killed will come forward freely. The demand for all kinds of poultry is active and prices are maintained, with firming tendencies for ducks and turkeys.

Poultry—		Dressed
Old fowls	0 19	0 21
Chickens, crate fattened	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	....	0 28
Young ducks	0 17	0 22
Turkeys (old toms), lb.	0 24	0 28
Turkeys (young)	0 24	0 29
Geese	0 14	0 18

Storage Eggs Lower; Very Few New Laids

Montreal.

EGGS.—Few new laid eggs are to be had, and these are eagerly sought. Prices for them are firm and will be so for some weeks. The request for storage stock is better in some quarters, but there is a weaker tone to the market, and selects, and No. 1 and No. 2 grades are somewhat lower. Some export has been reported the past week, one dealer sending forward about five carlots in space secured some time ago. These were in completion of a contract secured weeks ago. More shipping space is hoped for by some of the dealers here in the near future.

Eggs—		
New-laid (specials)	0 60	0 70
Selects	0 42	0 44
No. 1's	0 40	0 42
No. 2's	0 38	0 39

Cheese is Quiet, Receipts Are Fair

Montreal.

CHEESE.—Little interest centres around the cheese market this week. factories nearly all closed, supplies coming to hand are decreasing. Orders received are light and retail grocers are buying only as required. Considerable quantities are on hand here to go forward to overseas points and these will be sent out as soon as shipping can be secured. Prices being paid by the cheese commission are 20¾ to 21¾c per lb.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Margarine on Sale; Three Grades Offered

MARGARINE.—There is a delay in securing margarine from the United States makers owing to governmental requirements regarding export. For this reason some of the dealers who hoped to have a supply early this week will be delayed in getting their requirements. They hope to have some for sale toward the end of the week, however. Others state that margarine will be on sale Tuesday morning. The grades to be marketed will perhaps comprise three, and these will sell at prices ranging from 26c to 32c wholesale, according to

quality. One of the large retailers will have three grades on sale Tuesday morning.

Margarine—

Prints, according to quality, lb.	0 26	0 32

Butter Declines Again; Western Supply Large

Montreal.

BUTTER.—There is a weak tone to the butter market, with a lower quotation for some grades of about one cent per pound. Supplies in the West seem to be reasonably large, and the uneasiness of some holders regarding the influence of margarine, which is expected to be on sale here before the end of the week, has had an effect in the lowering tendencies for butter. There is a fair demand only, and fresh made is in better request than other grades. It will not be a surprise if the immediate effect of marketing margarine is to lower the butter prices, and the next two weeks will be of interest to those handling these products. Large quantities of butter have been made up in the West, where the fine late fall has permitted factories to operate longer than usual.

Butter—

Creamery prints (fresh made).	0 42	0 44½
Creamery solids (fresh made).	0 43	0 44
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	....	0 40

Fish Prices Higher; Fresh Fish Scarce

Montreal.

FISH.—There is a firming tendency to many lines of fish. This is accounted for in part owing to the increased costs of containers. Barrels are costing the shippers more money and labor also. The price of smoked herrings has been advanced to 20c, an increase of 2c lb. Scallops are up from $3.50 to $4. Mackerel has a higher tendency. Lake trout have advanced 2c per lb. and smelts are up 2c also. Last week about two and a half million pounds of fish were shipped overseas from U.S. ports, and this was all Canadian catch. It must needs be a factor in the matter of available supplies here. Altogether prices are well sustained, fresh frozen halibut being the only item in our list in which a weaker tendency is recorded. Fresh fish is very scarce and some varieties are practically unprocurable. There are certain lines of course, in which the "fixed" prices will remain for some months. Frozen tom cods and smelts are again available, with prices for these a little higher than those of a year ago. Dealers are pretty well prepared to take care of the Christmas demand for oysters, both of bulk and shell. Bulk oysters advanced from 10 to 15c per gallon at producing points. Lobsters, shrimps and scallops are in fair demand, while cured fish demand is fair.

SMOKED FISH.

Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 20
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	$12 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	15 00 16 00
Green Cod (large bbl.)	16 00 17 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	12 00
Codfish, 2-lb. blocks (24-lb. case)	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 25

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 40
Prawns, lb.	0 30
Shrimps, lb.	0 28
Scallops	4 00

FRESH FROZEN SEA FISH.

Halibut	21	22
Haddock, lb.	07½	8
Mackerel	12	13
Cod steak, fancy, lb.	09½	10
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	..	25

FRESH FROZEN LAKE FISH

Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	0 15	0 16
Lake trout	0 17	0 18
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No. 1	....	0 17
Smelts, No. 1 large	....	0 22
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	11 00
Malpeque oysters (med.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl.	....	9 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 13
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

Live Hogs Again Up $1.00 Hundred

Toronto.

PROVISIONS.—With the recent heavy storm there was a perceptible slackening of demand for meats of various kinds. Dealers in the country are evidently snowbound, and this has caused the reduction. There was an easier tone in the market for boneless backs during the week. Breakfast bacon showed a firming tendency in some quarters. Wiltshire smoked sides also showed a firmer tendency. Live hogs were again on the upward trend, an advance of $1 per 100 pounds having been recorded, making the quotation $18 on fed and watered. In some quarters intimations were made that the demand from the lumber camps was being renewed. Demand for meats of all kinds is reported seasonably good.

Hams—		
Medium	0 30	0 32
Large, per lb.	0 26	0 29
Backs—		
Plain	0 37	0 42
Boneless, per lb.	0 42	0 45
Bacon—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 32
Wiltshire (smoked sides), lb.	0 34½	0 35
Dry Salt Meats—		
Long clear bacon, lb.	0 27	0 28
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 43
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40
Barrel Pork—		
Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	58 00
Pickled rolls, bbl., 200 lbs.	52 00	54 00
Hogs—		
Dressed, abattoir killed	25 00	25 00
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Margarine Was Placed On Sale During Week

Toronto.

MARGARINE.—Two of the Canadian manufacturers of margarine placed their goods on sale on Monday of this week. First grade is being quoted at 32c per pound, No. 2 grade at 30c to 31c, and No. 3 grade at 27c. The first grade is the natural butter color, without any coloring matter, secured through the natural color of the raw materials used. Importations from the United States have not yet started, as licenses have not yet been issued by the United States Food Controller for the export of the same. Doubt was expressed in some quarters as whether or not it would be allowed to come through, as there is an embargo on the export shipment of this product at the present time. The opinion was expressed locally, however, that margarine would be placed in the same class with cottonseed oil, and that it was only a question of time until export licenses were issued by the United States Department of Food Control. Until such licenses are issued the only kinds obtainable in the Canadian market will be those manufactured in Canada. Following are the quotations in pound prints:

Margarine—

1-lb. prints, No. 1	$0 32	$....
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Cottonseed Oil Can Be Exported from U. S.

Toronto.

SHORTENING.—There was a clouding of the situation on shortening during the week in that no further announcement was made as to whether the United States Government would permit supplies of cottonseed oil to be shipped out of the country. Advice from Ottawa on Tuesday of this week, however, made it plain that the United States Food Controller intended to allow supplies to come forward to meet the needs of the Canadian market. One of the large manufacturers was fortunate in having some cars of cottonseed oil and so has been enabled to continue quotation. Other concerns who had a limited supply have been out of the market for immediate shipment, but are quoting on the basis of future delivery, contingent upon getting supplies of raw materials. Market held steady during the week on the basis of 24½c tierces.

Shortening, tierces, 400 lbs., lb.	0 24½

In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Lard Market Holds Steady and Firm

Toronto.

LARD.—There was a steadily firm situation in lard during the week. Demand continues fairly heavy in the face of the restriction of sale of shortening

for some two weeks past. There has been fairly good supplies of hogs reaching the market during the week, but stocks of lard obtained therefrom have been rapidly absorbed through the demand. Quotations were made on tierce basis of 28½c to 28¾c per pound.

Lard—
Lard, pure, tierces, 400 lbs., lb. 0 28½ 0 28¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Margarine Is Still Hanging in Balance

Toronto.

BUTTER.—Wholesalers were still in doubt during the first part of the present week as to whether supplies of margarine were to be brought in from the United States. It was pointed out that while the licenses have been issued by the Department of Food Control at Ottawa the United States Government has not granted the licenses to ship into Canada cottonseed oil and products thereof. While assurance has been made by the Department at Ottawa that cottonseed oil can be brought in in the near future, there has been no such assurance with respect to margarine. It is a matter which is now in the hands of the United States Government. However, the product of two Canadian manufacturers was placed on the market on Monday of this week. There was a further weakening of dairy butter during the week as the result of the margarine situation. If the supplies of margarine can be brought in from the United States there will in all probability be a weakening of cut storage butter. There has been a big increase in consumptive demand in the United States. In the local market there is a scarcity of fresh-made creamery butter reported, with quite a bit of feedy butter in evidence. This evidence of the feed tastes in the butter is detracting from its marketability as a first-class butter. Dairy prints were down 1c to 2c per pound.

Creamery prints, fresh made	0 47	0 48
Creamery solids, fresh made	0 45	0 46
Creamery prints, storage	0 44	0 45
Creamery solids, storage	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy, prints, lb.	0 35	0 38

Storage Eggs Are Up 1c *to* 2c *Dozen*

Toronto.

EGGS.—There was a firmer situation in storage eggs during the week as a result of the cleaning out of stocks held by large holders. Most of the large dealers have found an outlet for their stocks through export. Some of the smaller concerns still hold fairly good stocks. There are quite a lot of American storage eggs coming into this market at the present time and in that market there was a decidedly firmer tone to prices during the week. Consumption of eggs in the United States is reported abnormally heavy during the past three weeks. Difficulty is experienced in getting eggs from the United States through the operation of the license system. In the United States market there was an advance of 3c to 4c per dozen during the week. New-laids are still very scarce in the local market. There is now a big spread of approximately 20c between storage selects and new-laids. This is unusual and the chances are that there will be a tendency to cut down the spread. As new-laids are now likely to come down in price there is only one way by which the spread can be reduced, namely, through the increase in price of select storage. Storage selects headed in that direction during the week and were quoted up 1c to 2c per dozen at 46c to 48c. New-laids were quoted at 65c to 70c per dozen.

Eggs—

New-laids, in cartons	0 65	0 70
Storage selects, ex-cartons	0 46	0 48
Storage, No. 1, ex-cartons	0 43	0 44

Old Cheese Gave Evidence of Firmness

Toronto.

CHEESE.—There was a disposition to quote higher on old large cheese during the week, in some quarters an advance of ½c per pound having been recorded, making the range from 24c to 24½c. Stilton showed a firming tendency and in some quarters was quoted as high as 27c. Demand for cheese is light at present. There was no change in the situation so far as the Cheese Purchasing Commission is concerned as their purchasing price continued at 21¾c per pound.

Cheese—

New, large	0 22½	0 23½
Old, large	0 24	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Dealers' Price for Geese Went Higher

Toronto.

POULTRY.—Wholesale dealers in poultry increased their bids for geese during the week to the extent of 1c to 3c per pound on live and 2c per pound on dressed geese. Dealers are now paying 16c to 18c per pound for live geese at Toronto and 20c per pound for dressed. Supplies have not been coming very plentiful and there is a desire to have heavier supplies on hand in anticipation of the holiday trade. Ducks were also somewhat scarce during the week. The snowstorm during the first of the week caused light shipments to this market. Arrivals of turkeys were not heavy. Chickens were also in rather light supply due to weather conditions. Dealers are freezing the bulk of their arrivals in preparation for the Christmas trade.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$0 13-$0 17	$0 16-$0 21
Geese	0 16- 0 18	0 20- ....
Turkeys	0 20- 0 25	0 25- 0 30
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....

Prices quoted to retail trade:

Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 27
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 30-0 35
Geese	0 17-0 19	0 20-0 23

Retailers Quoted 32c For No. 1 Margarine

Winnipeg.

PRODUCE AND PROVISIONS.—The live hog market firmed up considerably last week, and there was an advance of a cent.; the price, which had dropped to $15.50, jumped back to $16.50. The reason for this advance was good local and outside demand, and disappointing receipts. The quality of hogs has been very fair. Packers look for an increase in runs next week, with a possible fall in price. The provision situation is practically unchanged, although back bacon is scarce and there is an advance to 42c.

Butter.—The market is unchanged and No. 1 creamery is bringing 45c in cartons, and No. 2, 44c. Dairy Butter.—In view of the importation of margarine packers are looking for a big reaction in the price of dairy, in fact they are expecting margarine to take the place of dairy. It would not be surprising to find the price of dairy butter falling to 30c. Orders are being taken by local wholesalers now for No. 1 margarine at 32c. Eggs—The market is unchanged, No. 1 candled bringing 40c-42c, and selects 45c-47c.

Hams—		
Light, lb.	....	0 32
Medium, per lb.	....	0 30
Heavy, per lb.	....	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 42
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 80
Cases, 5s	....	17 03
Cases, 3s	....	17 10
Lard, Compound—		
Tierces	....	0 23
Tubs, 50s, net	....	11 63
Pails, 20s, net	....	4 90
Fresh Eggs—		
No. 1 candled	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39

Pure Lard Drops ½c Per Lb.

Winnipeg.

LARD AND SHORTENING.—Owing to the dropping off in demand there has been a decline in the price of pure lard of a half cent, tierces now being quoted at 27c. Compound shortening remains unchanged.

A LITTLE BETTER THAN THE OTHER FELLOW'S

OLEOMARGARINE

BRANDS

EV-ER-GOOD **TRY-SOME**
LUX-RY **OLD GLORY**

U.S. Inspected and Passed by Department of Agriculture.

SALES AGENTS FOR CANADA

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CORRESPONDENCE SOLICITED.

Mince Meat

WE are putting up a line of fine *Old English Mince Meat* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kits
40-lb. "
20-lb. "
5-lb. Tins
And 1 Quart Sealed Jars.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product.** There are added responsibility and written-printed claims to substantiate.

If interested, tear out this page and keep with letters to be answered.

NOW for Oleomargarine!

AT LAST the ban has been removed—licenses have been issued, and—the Canadian Government has permitted the manufacture, importation and sale of Oleomargarine in this country.

We have arranged to handle the product of one of the foremost and best-known manufacturers of high-grade Oleomargarine in the United States—Wilson & Co., of Chicago. We have pleasure in introducing the following three brands:—

"MAJESTIC" Brand. Absolutely the *best.* Churned from the finest materials and contains a large percentage of extra quality creamery butter.

"LAUREL" Brand. Lower in price but exceptionally good in quality. A splendid seller, especially where there is a demand for dairy butter.

"DIAMOND A" Brand. Our cheapest line, but quality excellent, and far superior to average low-priced oleomargarine. A good line for the bakery trade.

1-lb. Cartons sold in cases containing 30 lbs. or 60 lbs.

THE WILLIAM DAVIES COMPANY LIMITED

TORONTO MONTREAL WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

Recommend Brunswick Brand to your hard-to-please customer

The woman who has very decided ideas as to what real quality sea foods should be will find in these delicious lines the realization of her ideals.

An already big demand is being augmented by the food conservation propaganda which aims at making fish a more common article of diet in the Canadian home.

This affords every good grocer an opportunity to extend his trade by featuring fish. A stock of Brunswick Brand Sea Foods will turn a sizeable share of the fish demand to your store.

Get in a supply to-day.

Connors Bros., Ltd.

Black's Harbor, N.B.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.

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SHAW & ELLIS

Pocologan, N.B.

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MACLEAN'S

for DECEMBER

∴ ∵ MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME ∴ ∵

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—Leacock, of Course

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson—McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands 15c.

Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.

Bank of Montreal Annual Meeting Marks Interesting Anniversaries

Shareholders Received Centenary Balance Sheet — Sir Vincent Meredith, Bart., President, Has Completed Fifty Years of Uninterrupted Service in the Bank — Important Developments of Canada's Trade — Banking Officials Conservatively Optimistic Regarding Outlook of Dominion.

MONTREAL, Dec. 10.—Special—At the annual meeting of the Bank of Montreal the shareholders received the centenary balance sheet of the bank.

By an interesting coincidence the event also marked the close of fifty years of uninterrupted service in the bank by the President, Sir Vincent Meredith. On this account the gathering to a great extent took the form of a celebration. This was observed entirely from the standpoint of the bank's continued growth and expansion. The Shareholders present had every reason to be well satisfied with the reports received, as Sir Vincent Meredith remarked that he felt warranted in stating that never, during its history of one hundred years was the prestige of the bank higher, its business in sounder or more elastic condition and its earning power greater then he believed them to be to-day. He was glad to believe also that the bank had never enjoyed a wider measure of public confidence. In his address Sir Vincent Meredith drew particular attention to the business conditions in Canada and the more important events that had occurred during the course of the past year to affect the economic condition of the Dominion.

The most important development in this connection was the entry of the United States into the European conflict and Sir Vincent expressed the view that with the numerous resources which the United States has in men and money it cannot be but an important factor in bringing the war to a speedy and successful conclusion. Sir Vincent then pointed out that in point of value the trade of Canada had never been as great as now and in point of volume had never been exceeded. It was well to remember, however, that nearly one-half of the export trade consists of munitions of war and is therefore to that extent unstable. The balance in trade continued favorable to Canada as imports of merchandise during seven months amounted to $628,100,000 and exports of domestic products to $921,957,000, giving a favorable balance of nearly $300,000,000.

Sir Vincent then dealt with the chief features of trade as between Canada and England, as well as between England and the United States.

Looking out on the future, Sir Vincent took a conservatively optimistic view when he said:

"Our country is one of the most productive in the world. Our gold holdings per capita almost equal those of the United States. Our natural resources are unbounded and our credit is irreproachable. There are no doubt difficulties and anxieties ahead which we shall still have to face, but I think we may look forward with confidence to providing without undue strain for the burden of our patriotic endeavor."

Sir Vincent also congratulated Canada on the success of the new Victory Loan and expressed the view that the amount obtained should suffice, with the surplus on consolidated revenue account to meet the financial requirements of the Government until well on towards the end of next year.

Sir Frederick Gives Interesting Particulars

It was only when Sir Frederick Williams-Taylor, the General Manager, arose to submit his statement that the Shareholders learned that the anniversary of Sir Vincent was also being observed. In this connection Sir Frederick made a very happy allusion when he said: "I feel it a great privilege to present to-day the centenary balance sheet of the Bank of Montreal.

"Coincident with this anniversary, our President, Sir Vincent Meredith, has completed fifty years of uninterrupted service in this Bank and it is befitting that we should extend to both our heartiest congratulations."

Sir Frederick's remarks were confined largely to specific incidents and influences bearing upon the business of the bank.

Of paramount importance was the entry of the United States of America into the war, as this bears upon the Canadian economic and banking position with a force the effect of which is only now commencing to be felt.

Shortly after the outbreak of the war Wall Street took the place of the London market for Canada's public loans, and continued in that place until a few months ago. Now the influx of American capital is scanty, the inflow of borrowed money from the United States is suspended and Canada is thrown upon her own financial resources.

By some this would be regarded too seriously, by others not seriously enough. Actually, the stoppage would have far-reaching consequences. On the one hand industrial development will be checked, but, on the other hand, the inability to borrow may prove a blessing in disguise, once we have adjusted our affairs to the changed conditions. It was surely well for us to learn to do without financial assistance, especially as the country at large already has a debt abroad the interest of which runs into the great sum of about $500,000 per day.

Sir Frederick then passed on to an explanation of the principal changes of the business of the bank in London and New York, and also the chief changes in the balance sheet.

Sir Frederick pointed out that for the first time in many years the automatic flow of funds between Canada and the United States recently became hampered by the dollar exchange situation that

arose in consequence of the prohibition of exports of gold by the United States. As New York is the international clearing house of Canada on this continent, the free movement of gold is essential to stabilize exchange.

Fortunately the American Government were quick to recognize the logic of the arguments the Canadian Bankers' Association were able to present to them and the disadvantages to free trading that would follow unless this condition was rectified, and promptly relieved the situation by modifying their embargo on gold shipments in favor of Canada. Due partly to this wise action, exchange has since become normal, obviating the necessity of gold importations.

Canada's Trade Position

The balance of trade in Canada's favor created by munition exports is opportune and adds permanently to our national wealth, but as the available resources of Canada are not such as we can rely upon to provide peace exports in full substitution, we should stand prepared to meet the declension in trade which must start when the war is over.

Before the war is ended Canada may have to cope with inability or unwillingness on the part of potential purchasers to provide payments for our surplus productions. Moreover, on the conclusion of peace our merchants and manufacturers may be confronted both by diminished demand and falling markets.

For these reasons good banking profits are needed. I do not hesitate to state that there has never been a time in Canada when banking credits, in my opinion, required such careful consideration. It is impossible to gauge the business future, and, therefore, what seems like sound banking business to-day may, under post-war conditions, easily develop into lock-up or doubtful loans.

Bank in Strong Position

Thanks mainly to the soundness of our banking system and to the healthy conditions of our banks, Canada can still hold up her financial head. Our own bank's ratio of quick assets to liabilities is 75½% compared with 75% a year ago and 64% the preceding year.

We have heard it remarked by certain friends that the Canadian banks are too strong, and your own bank particularly so, but permit me to express my clear conviction that the sheet anchor of our Canadian national ship is the Canadian banks and that the anchor must be strong to hold against wind and tide. The banks have kept strong in an endeavor to prevent currency inflation, while, at the same time, they have made war advances to the Canadian and Imperial Governments to an amount that would have been regarded as impossible three years ago. Such advances are naturally included among liquid assets. The loans made by the bank to the Canadian and Imperial Government have enabled the business of the country to be carried on to an extent otherwise impracticable.

Tribute to Staff and Men Overseas

Sir Frederick Williams-Taylor in responding to the vote of thanks to the management and staff took occasion to pay a special tribute to the services of the men at home and to the record of the members of the staff overseas, saying:

"As an indication of the extent to which our male officials enlisted, I may mention that 42% of our present staff are women clerks.

"Both our men and women clerks have worked ungrudgingly early and late, with but the briefest holidays, actuated by a high sense of patriotism and by an admirable sense of duty to our bank. It may truly be said that we enter this, the second century of our institution, with a staff whose loyalty has never been surpassed, not only in our history, but in the history of business corporations in this country.

"As for our splendid contingent with the colors, they are above praise. We follow their future in France with anxious pride, and will welcome them back when the war is won. Many have been wounded. No less than 100 lie under the reeking sod of shattered Flanders. The names of these splendid patriots will stand forever both in the records of our bank and of our Empire, which they have served so well. It would be remiss not to refer to the great loss we have sustained in the recent death at the front of Captain David Jellett Barker. I can find no words with which to express my personal regret while to the bank and his country the untimely closing of a career such as his is deplorable indeed."

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

When you sell Royal Acadia Sugar

you are selling a sweetening medium without equal —a high grade Pure Cane Sugar that will meet the requirements of your most particular patron.

Royal Acadia is in good demand in every community. And every sale pays a good profit.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any partlcular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartlly welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in bandy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

Charbonneau

The name that stands for

Purity and Quality in Biscuits and Confectionery

Are you displaying

IMPERIAL Maple Cream Butter?

CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or witb Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case. 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin. 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30

Chocolate Confections	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes,	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited

Hamilton, Canada

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

"McCASKEY" Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited

245 Carlaw Ave., - Toronto

A Satisfied Customer the Best Advertisement

We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.

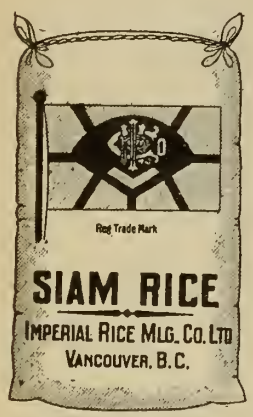
It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, HARDWARE AND METAL, *which you will please send along with* CANADIAN GROCER.

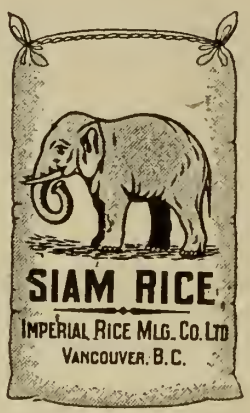
P. PAUL & CO.,
Duncan Station, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.

Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.

Lunch Ham—1s, *$4.25; 2s, $8.

Ready Lunch Beef—1s, *$4.25; 2s, $9.

English Brawn—2s, $8.50.

Boneless Pigs' Feet—1s, $3.50.

Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.

Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.

Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.

Cambridge Sausage, 1s, $4; 2s, $8.

Boneless Pigs' Feet ½s, $2.50; 1s, $3.50; 2s, $8.50.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.

Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2.

Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50.

Ox Tongues, glass, 1½s, $14; 2s, $17.

Mincemeat, in tins, 1s, $2.70; 2s, $3.80; 5s, $12.
In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
In Glass, 1s, $3.25.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.
Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.
Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.
Individuals, 95c.

Pork and Beans, Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup, $1.75.

Clark's Chateau Concentrated Soups, 13 kinds, $1.25.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.

Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.

Canadian Boiled Dinner, 1s, $2.50.

English Plum Puddings, ½s, $2.45.

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

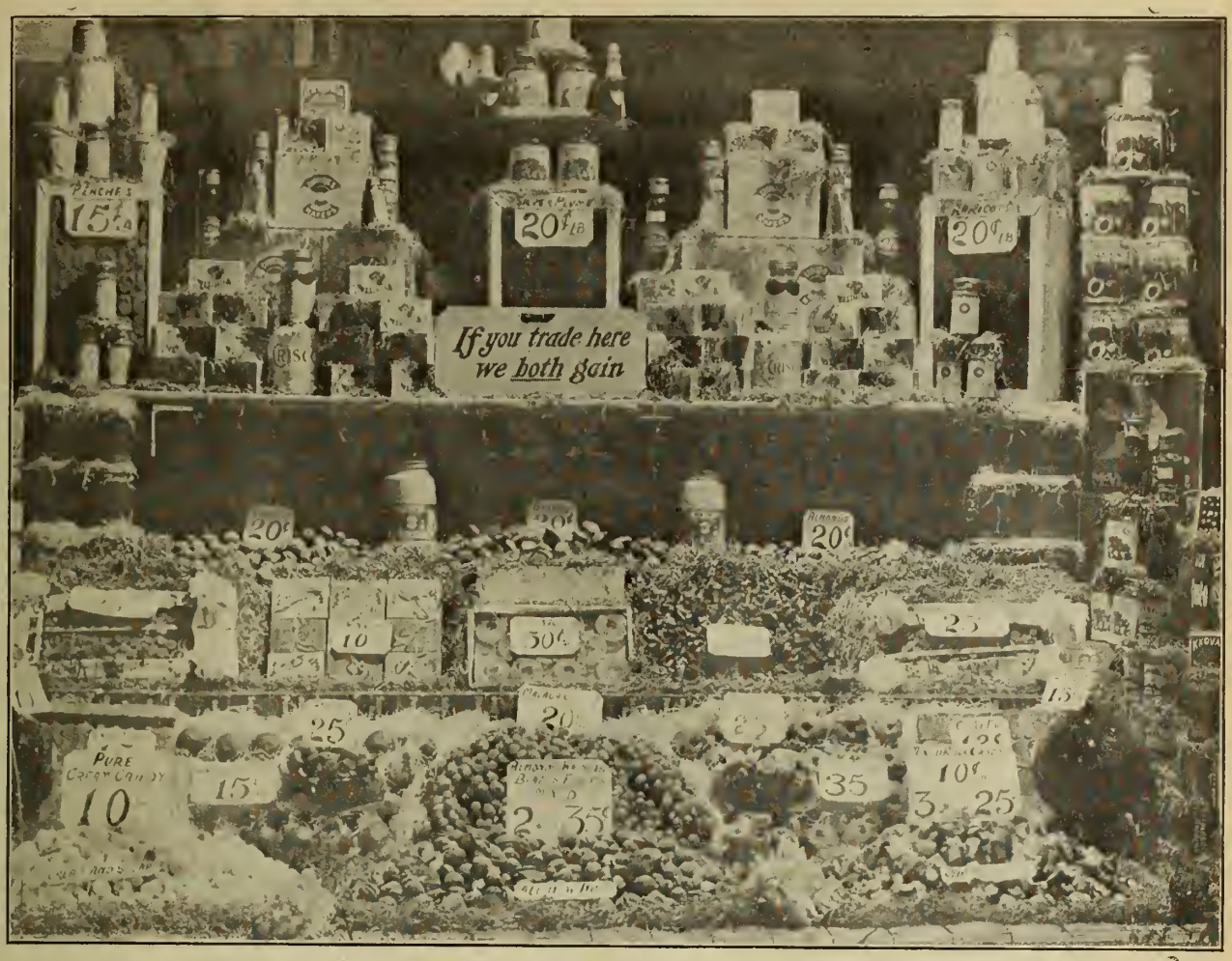
Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.



A CHRISTMAS WINDOW WITH SELLING FORCE.

The Christmas Window Contest

NOW is the time to be considering the matter of this Christmas window display. You will be decorating these windows anyway, why not put a little extra effort into it and enter them in this Christmas contest. That little extra effort will mean extra sales anyway, and so the effort is not wasted.

YOUR store windows are, bar none, the best selling agent that you have. You can sell the people who enter your store, but your windows sell the hundreds of people who merely pass by. That is, they sell them if the windows are a selling force.

THAT then is the idea of these contests, to bring out the best that there is in your window dressers. The contest is judged on a basis of selling power, attractiveness and novelty. It closes January 4, 1918. Get your photo in promptly.

PRIZES

Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

CHEWING GUM MANUFACTURE

Please give us name of manufacturer of Foxy Grandpa Chewing Gum.—Wholesale, Toronto.

Answer.—Foxy Grandpa Chewing Gum is made by the Canadian Chicle Co., Peterboro, Ont.

INK FOR RUBBER STAMPS.

Please give us formula for good rubber stamp ink, black or violet.—Calgary, Alta.

Answer.—The following formulae will make inks in the colors asked.

Violet

Prussian Blue	½	oz. avoirdupois
Ultramarine Blue	¼	"
Glycerine	4	"

Mix.

Black

Lamp Black	1½	oz. avoirdupois
Glycerine	8½	"

Mix.

The following directions apply to the above: Mix the powder thoroughly by the gradual addition of the glycerine. If the resultant mixture proves too thick or heavy add a slight amount of water until the desired thickness or consistency is obtained. If it is found that a drier is required add a very small portion of alcohol.

SARATOGA CHIPS.

Could you tell me from what firm we can procure Saratoga chips in bulk or package?—Cobalt, Ont.

Answer.—Enquiries both in Montreal and Toronto disclose the fact that owing to the high price of potatoes the firms which were making these goods have discontinued. As far as we know they are not at present manufactured commercially.

WHERE TO OBTAIN HONEY

Where can we obtain honey in combs or extracted?—Woodman & McKee, Coaticooke, Que.

Answer.—The following firms in your district will no doubt be able to supply you:—

L. Chaput Fils & Cie., Montreal, Que.
Laporte, Martin & Cie., Montreal, Que.
Maple Tree Producers, Montreal, Que.
Gunn, Langlois & Co., St. Paul St. W., Montreal, Que.
Denault Grain & Prov. Co., Sherbrooke, Que.

REPAIRS FOR GASOLINE LAMP

Where can we secure repairs for the Pitner Gasoline Lamp?—F. E. Barkley, Brinston, Ont.

Answer.—The Pitner Gasoline Co. is out of business, but some repairs can be obtained from H. W. Knight & Bros., 86 Richmond E., Toronto.

WINDOW CARDS AND INK

Where can we obtain window display price cards and ink for marking them?—A. M. Granby, Georgetown.

Answer.—The necessary supplies can be obtained from the Art Metropole, Temperance St., Toronto.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO.,

LTD., EDWARDSBURG

BRANDS and BRANTFORD BRANDS

Laundry Starches—

Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
20 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch.

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11

(20 lb. boxes ¼c higher).

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—

Canada Laundry	0.10½
Boxes about 40 lbs	0.10¾

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs.	0.11

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11

Lily White Gloss—

1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case	3.50

Celluloid Starches—

Boxes containing 45 cartons, per case	4.50

Culinary Starches—

Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch— 1-lb. pkts., boxes of 40 lbs.	0.12

(20-lb. boxes ¼c higher than 40's)

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	0.07½
Half bbls., about 350 lbs.	0.07¾
¼ bbls., about 175 lbs.	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs	6 50
½ barrels, per 100 lbs	7 00

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED

EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads. 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virgina, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70

Last call for

Christmas Fruits

Prompt service in the dispatch of orders this coming week

Navel, Florida, and Valencia Oranges
California Celery, Cauliflower and Head Lettuce.

Holly, Mistletoe
Grape Fruit, Nuts, Dates, Etc.

The Best the World Produces.

WHITE & CO., LIMITED

Phone Main 6565 **Toronto**

Headquarters for Holiday Fruits

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

"RETAIL ADVERTISING—COMPLETE"

By
Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending $1.00 for your copy of this book.

MacLean Publishing Co., Ltd.
(Technical Book Dept.)
143-153 University Ave. - Toronto, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Known everywhere

Marsh's Grape Juice is now generally recognized as the most delicious temperance drink. The demand in every community is steadily growing. Are you prepared to win your share?

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.

Ontario Agents

Rose & Laflamme, Ltd.

Montreal, Que.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

A WELL-ESTABLISHED GENERAL BUSINESS, stock and fixtures for sale, in splendid farming district in Oxford County. Good reasons for selling. Apply George Dennis, Woodstock, Ont.

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EXperienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

THOROUGHLY EXPERIENCED GROCERY man, married, ten years retail trade, desires travelling position, or would take management of live grocery. Have Northern Ontario connections. References. Apply Box 265, Canadian Grocer.

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

WANTED — A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessitities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

***HO-MAYDE* BREAD IMPROVER**

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

Canada Leaf Tobacco

FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

Lewis Wigle, Leamington, Ont.

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH

WELLINGTON

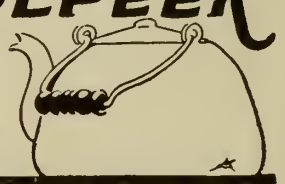
JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

VOL-PEEK

WILL STOP THE LEAK



People In Your Town Have Leaky Kettles

They'll buy "VOL-PEEK" on sight because it makes a $1 leaky kettle as water-tight as new.

It is like a stiff putty, easily applied with the fingers; hardens in two minutes.

Comes in attractive display stands which will attract the attention of your customers. Sells quickly and gives you a good profit. From your wholesaler, or write us direct.

H. NAGLE & CO.
Box 2024 MONTEAL

15 cents

LARGEST CANADIAN DEALER

ADEL. 760 **WASTE PAPER**

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE IN ADVANCE.

PRICE $2.10 Post Paid.

MacLean Publishing Co.
143-153 University Ave., Toronto

KING GEORGE'S NAVY

CHEWING TOBACCO

Always repeats

That's just the secret of King George's Navy Chewing Tobacco. It repeats—because its deliciously "different" texture appeals to every man who loves a good chew.

When you consider the wide margin of profit on every sale of King George's Navy, is there any reason why you should not feature it constantly?

Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.

HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

Daily Capacity
27,400 Bags of 98 lbs.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

GENERAL MERCHANTS AND CHRISTMAS GREETING NUMBER

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, DECEMBER 21st, 1917 No. 51

Greeting

WE embrace this opportunity of extending to our patrons the Season's greetings and our sincere Best Wishes for the New Year.

Let there be a New Year's resolution to get oysters to the consumer in the best possible condition and get a price that will afford your doing so with a legitimate profit. Let the competition be on service and constructive work.

Do not overlook the opportunities the remaining winter months afford for oyster suppers and home gatherings.

The Connecticut Oyster Co., Limited

"Canada's Oyster House"

50 Jarvis Street ∴ Toronto, Ontario

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.

KING GEORGE'S NAVY

CHEWING TOBACCO

Put King George's Navy in your Christmas displays

Suggest it when making up the Christmas parcels.

Mrs. Housewife will readily see how "hubby" will appreciate a few plugs of King George's Navy.

And your profit is very worth while.

Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

App
Physi
Mothe
Three
Bord

repeat order—that, Mr.
you will find in the w
Milk Products

created and
quality

S Mi

ulous

that
customer

nd their winning
display of them will

Lines? Meet the demand for
ducts. There is big business in it
pply to-day.

The happiest of happy Christmasses be yours

Borden Milk Co., Limited
MONTREAL

CASEY 1916

Borden Milk Company

"Leaders of Quality"

MONTREAL

Branch Office—Arcade Building, Vancouver

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

CENTURY SALT

TRADE MARK

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

Are you supplied?

THE DOMINION SALT C° LIMITED
SARNIA, ONT.

You Lose Money KEEPING Stock: SELL IT: And You Make A Profit

Are you carrying stock which you are afraid to put out where it can be seen, because it may become shop-soiled? If so, we have the remedy.

Get One Of Our Dust-Proof Silent Salesmen

Salesmen in every sense of the word, they show goods to best advantage, and are right on the job every minute.

We have satisfied thousands. We can satisfy you.

G. W. Murray Co., Limited
WINNIPEG

If interested, tear out this page and keep with letters to be answered.

4-One Wirebound Boxes

Manufacturers and Shippers,—

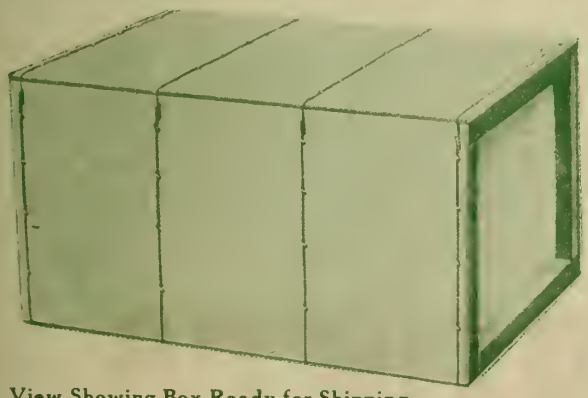
You are interested in the National demand of to-day

ECONOMIZE AND SAVE

That's what our 4-ONE box will do for you.

VIEW SHOWING BOX IN KNOCK-DOWN

Easily Assembled



View Showing Box Ready for Shipping

Reduces freight charges by 50%.

" storage space when stored in the knock-down.

" complaints from customers, goods arrive in good condition.

" claims, no more damaged goods while in transit.

The 4-One principle of construction is such that external strain and bulging strains cannot injure contents. Whatever the nature of your product you will find the 4-One box an inexpensive and safe shipping method.

Drop us a postcard requesting samples and prices.

4-Ones are made in Canada by

CANADIAN WOOD PRODUCTS, LIMITED

Toronto

If interested, tear out this page and keep with letters to be answered.

The Season's Greetings

To our numerous Friends and Customers in the Tradewesincerely wish a Happy Christmas and a New Year replete with abundant prosperity.

DONALD H. BAIN CO.

Wholesale Grocery Commission Merchants, Manufacturers' Agents and Importers

WINNIPEG REGINA SASKATOON CALGARY
EDMONTON LETHBRIDGE VANCOUVER

ANOTHER Yule-tide is upon us and it is with pleasure that we take the opportunity of wishing our numerous friends a right hearty Christmas and a New Year that will surpass, in the fulfilment of their desires, all that have gone before.

W. CLARK LIMITED
MONTREAL

MADE IN CANADA

"It's The Real MacKay"
Established 1851

Pearl Barley Flour

An Unequalled Barley Food
for BABIES, INVALIDS and AGED PEOPLE
INVALUABLE TO NURSING MOTHERS
One pound net in every can. Every can guaranteed
If your jobber hasn't got it, write direct

THE JOHN MACKAY CO., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada.

Be one of them

The demand for Marsh's Grape Juice is creating good, extra business for live grocers every day.

Be one of them. Show a display in your store window and watch results.

Five-case lots or more delivered prepaid to any part of Ontario or Quebec.

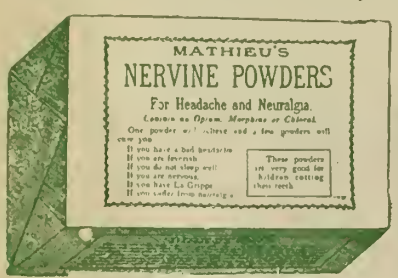
The Marsh Grape Juice Company
Niagara Falls - Ontario

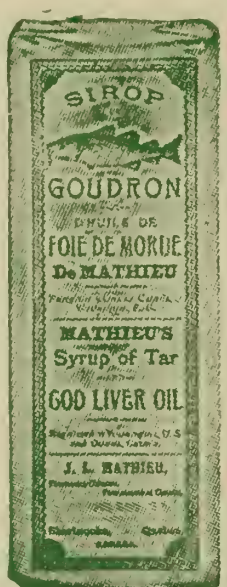
MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.





Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

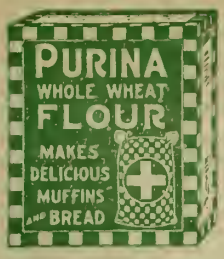
J. L. Mathieu Co.
Proprietors
Sherbrooke - . Quebec

Buy Your Clothes Pins

Before the Price of Galvanized Wire Goes Up.

The Megantic Broom Mfg. Co.
LIMITED
Manufacturers of Brooms and Clothes Pins
Lake Megantic, Que.

If interested, tear out this page and keep with letters to be answered.



Food Controller has granted us permission to manufacture

Ralston Wheat Food, Purina Whole Wheat Flour Branzos

THE demand for these three wholesome Food Products is well established. This demand is growing in every community and will continue to grow because of their high quality and because they make excellent substitutes for expensive meats. With the great importance of food conservation being emphasized everywhere this latter fact alone will boost the sales and keep the dealer's supply moving briskly.

Season's Greetings

To one and all we extend our heartiest greetings. To those whose homes and shops are overclouded with the horrors of war, we extend a double greeting. Let us hope the year about to dawn may bring health, peace and prosperity to all.

If we can serve you during 1918 we will consider it an honor to enroll you as a new or old patron.

The Chisholm Milling Co. Limited

Toronto, Canada

Christmas 1917

Christmas Greetings

DOMINION CANNERS, LIMITED

Hamilton

Yule-tide Greetings

TO our numerous friends and customers in the Canadian Grocery Trade, we sincerely extend hearty wishes for a Merry Christmas and a New Year full of health, wealth and every blessing worth while.

May the coming year see the cause of justice and freedom triumphant, the war flags furled and the dawn of Universal Peace hailed by the nations of the world.

H.P. SAUCE

W. G. Patrick & Co., Ltd.
IMPORTERS
51-53 Wellington Street West,
Toronto
Western Branch:
168 Market Avenue East
Winnipeg
U.S. Office:
13-15 Laight Street
New York

No Waste Here!

Animals waste nothing! Then why do we do it?

These are times when all kinds of waste are a crime!

Do you not know that the old-style counter is one of the worst kinds of waste?

All kinds of dirt, disease and destruction come to the food under an old-style grocer's counter. The best thing to do is to discard them and replace them with Sherers.

One

SHERER COUNTER

keeps 31 different kinds of food immaculately clean—perfectly safe! Two Sherer counters take clean care of 62 commodities.

No grocer should be without Sherer counters if he wants to keep pace with the times—and cash in on his war savings.

For—

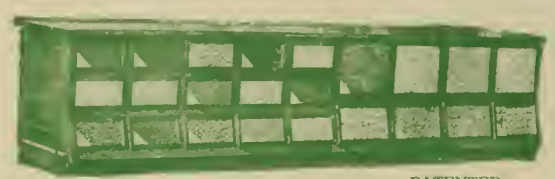
Sherer counters soon pay for themselves! All users KNOW that they do and they SAY SO.

Write us for facts. Booklet AC will promptly be sent to you.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

DON'T FORGET

THE CHRISTMAS WINDOW CONTEST

Send All Your Photos NOW

THE

Hospital for Sick Children

College St, Toronto

ITS CHRISTMAS MESSAGE

Dear Mr. Editor:—

Thanks for your kindness in allowing me the privilege of appealing to your readers this Christmas time on behalf of the Hospital for Sick Children, the "Sweetest of all Charities," which has as its mission the care of the helpless, the sick, the crippled and the deformed.

There never was a year in the history of the Hospital when funds to carry on the work were more needed than now.

Your purse is the Hospital's Hope. Your money lights the candles of mercy on the Christmas trees of health that the Hospital plants along the troubled roadway of many a little life.

So I am asking you for aid, for the open purse of the Hospital's friend is the hope of the Hospital at Christmas, just as the open door of the Hospital's mercy is the hope of the little children throughout the year.

Calls on generous hearts are many in these times. Calls on the Hospital are many at all times, and especially when food and fuel and drugs and service costs are soaring high. YOU know the high cost of living. Do you know the high cost of healing of helping the helpless to happiness? What you do to assist is the best investment you will ever make.

Do you realize what this charity is doing for sick children, not only of Toronto, but for all Ontario, for out of a total of 3,740 in-patients last year 646 came from 254 places outside of Toronto. The field of the Hospital's service covers the entire Province—from the Ottawa to the far-off Kenora—from the borders of the Great Lakes to the farthest northerly district.

The Hospital is doing a marvellous work. If you could see the children with crippled limbs, club feet, and other deformities, who have left the Hospital with straightened limbs and perfect correction, your response to our appeal would be instant. In the Orthopedic Departments last year a total of 330 in-patients were treated; and in the Out-Patient Department there were 1,946 attendances.

Let your money and the Hospital's mercy lift the burden of misery that curses the lives, cripples the limbs and saddens the mothers of the suffering little children.

Money mobilizes the powers of help and healing for the Hospital's drive day and night against the trenches where disease and pain and death assail the lives of the little ones.

Remember that every dollar given to the Hospital is a dollar subscribed to the Liberty Loan that opens the prisons of pain and the Bastilles of disease, and sets little children free to breathe the pure air, and to rejoice in the mercy of God's sunlight.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees.

THAT THE SAME CHEER THAT IS FOUND IN A CUP OF

JAPAN TEA

may be yours this Christmas-tide is our heartiest wish.

That the coming year may be filled with success and greater sales built through the medium of Japan Tea is our fondest hope at this season.

Japan Tea Association

If interested, tear out this page and keep with letters to be answered.

Christmas 1917

WISHING all of our friends appropriate Christmas Greetings and good wishes to all for the New Year.

B.&S.H.THOMPSON
& COMPANY LIMITED
MONTREAL

Branches: TORONTO, WINNIPEG, NEW GLASGOW, N.S.
Canadian Sales Agents: United States Steel Products Co.
Exporters for American Sheet & Tin Plate Company

If any advertisement interests you, tear it out now and place with letters to be answered.

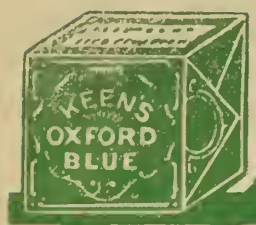
CHRISTMAS—the day of the hearty hand clasp and the cheery word—is here once more. Let us take our cue from the happy children and make the most of our opportunities to enjoy ourselves and to make others forget their cares on this Yule-tide occasion, which comes but once a year.

To the grocers of Canada and their clerks we extend the season's greetings and our sincere good-will.

T. H. Estabrooks Co., Limited
St. John Toronto Winnipeg Calgary

Red Rose Tea

"is good tea"



Keen's Oxford BLUE

A Keen's Blue display on your counter, window or shelf will be the connecting link between your store and the wide demand for this "Blue of Blues."

Everybody knows Keen's Oxford Blue. Good grocers everywhere are selling it and winning good profit and better customer satisfaction thereby.

Never be without a display of Keen's. Begin featuring it to-day and keep it up. Write us for a special display show card.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

Show Malcolm Milk Products this season

Right now, in the social season, is the time to push the sales of Malcolm's Canadian Condensed Milk Products.

Let your store window be the connecting link between you and the growing demand for these three delicious lines.

You'll find Malcolm Milk Products unusually customer-pleasing and good money-makers—everyone of them.

Get acquainted. *We'll deliver a 5-case lot to any store in Ontario, Quebec or the Maritime Provinces and prepay freight up to 50c per 100 lbs.*

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The All-Canadian Condensed Milk Company

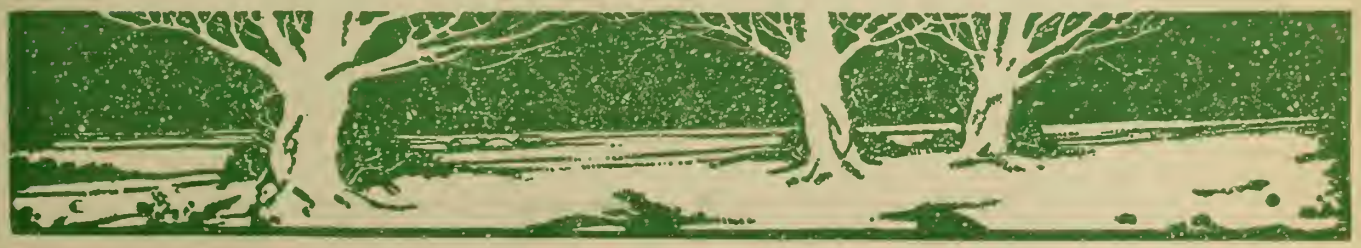
If interested, tear out this page and keep with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, DECEMBER 21, 1917 No. 51

A Happy Christmas

THOUGH in these days of war a little of the old-time merriment and good cheer may have dropped out of the Christmas celebration, though those who were once the centre of these festive gatherings may on this day be looking out across a shell-swept No-Man's Land, and the memory of this may cast its shadow on the day, yet is it a day dear to the hearts of men, now as always. ¶ We are living in serious times, and have been faced with great sacrifices and still further sacrifices may be only just around the corner. But despite all this we may still face the Christmas season with a high courage and a happy heart; with our confidence still unshaken in the justice of the cause for which we fight; with our belief still firm in the assurance of an ultimate vindication and with the knowledge that generations yet unborn will reap this bitter harvest of suffering and sorrow and tears in a better age, a better land and a kindlier civilization than we have ever known. ¶ Surely despite the shadow of war this may still be a happy Christmas season.



The Year in Retrospect

THE past year has been one of the most momentous in the history of the Grocery trade in Canada. In no other age or era have as many changes of far-reaching moment influenced the quiet currents of trade. We are living at present under restrictions and curtailments that were not dreamed of, not only before the war, but that were not dreamed of a bare year ago. It might perhaps be interesting to look back and consider some of these changes and how they have influenced present day conditions.

It was at the end of February that the first startling and dramatic change was made when Britain issued the drastic regulation regarding exports. It was a regulation that cut disastrously into the Canadian trade, that shut off certain goods that Canadian merchants had learned to depend on, and that made others, notably tea, abnormally difficult to obtain. Not only that, but it shut Canada off from her great apple market, and curtailed her market for her fisheries. What these regulations meant to the trade only the trade may know.

Early in March of the same year Mr. Knowles, of Saskatoon, introduced his ill-advised bill making the setting of contract selling price a criminal matter. The fortunes of this issue rose and fell for some time, but at last it has sunk into the oblivion that was its due.

In this same month the United States declared war. Since that event we have been learning almost daily how closely this action affected our interests. There was no one who was not glad to pay the price that the entry of this great Ally demanded, and it did demand a price.

Toward the end of April wheat was placed on the free list, a change that has had, and will have, very far-reaching consequences.

In July of the year the Hon. W J. Hanna was appointed Food Controller and entered upon his manifold duties, one of the first activities of his regime being the scheme to increase the consumption of fish that was later followed by the Ontario Government. While there may be some question as to the methods used in this activity, it was, on the whole, it would appear, a beneficial activity resulting in a greatly increased consumption of fish, and a consequent saving of less perishable foods.

About this same time there came two bolts from the blue—High Cost of Living Commissioner W. F O'Connor's report of the investigation of the packing houses that resulted some months ago in the regulation of packing house profits; and the Canned Goods Embargo, that shut off the sale of the majority of canned products for the fall months. The Food Controller believes that a great saving was gained by this last activity. If so it may have been a good measure. The packing house legislation is not objected to except that it has been based on capital employed instead of on the turnover, which would seem to be the natural and logical method.

The milling companies have also been regulated during the year to a gross profit of 25 cents a barrel, a logical and reasonable system of regulation.

As a result of enormous demands the sugar supply of this hemisphere has hardly been equal to the demands. As a result it, too, has been regulatd, an International Commission being empowered to apportion the supply as equally as may be.

On October 24 the Food Controller promulgated his Package Goods Order-in-Council. For a month and a half the milling and cereal firms have been at a loss as to what was to happen to them, whether they were all to be compelled to sell in 20-pound packages or no. Now it is known that practically all these firms have been licensed, and that this ill-judged legislation is practically a dead letter.

Tin plate, that has been scarce for a year or more owing to war conditions, has now become a serious factor in the trade situation. There are questions as to whether the supply will meet the more urgent needs. As a result an embargo has been placed upon it and it also will be apportioned. The out-croppings of this action are not yet evident, but it will probably mean many changes in present system of containers.

The entry of margarine, one of the latest developments of this eventful year, is at last an established fact. This is by no means the least important of the many changes of these past months, and it is cheering to note that it is one of the few changes that has meant a better situation for the trade.

As the year draws to a close there are activities under contemplation pointing to a regulation of the trading systems. Drastic as some of these suggestions are, they are pointing to better systems of trade, and will, it is hoped, mean a better day dawning for the grocery trade.

It has been a year of great changes, changes that have been met with a fine spirit by the trade at large—changes that have been met successfully. In no other branch of trade have so many pitfalls surrounded the merchant's path. It is CANADIAN GROCER'S hope and belief that the hardest year in the grocer's history has been successfully passed.

How Grocery Trade Will be Regulated

All Food Merchandising Agencies to be Systematized and Regulated — Many Much Disputed Points to be Finally Settled—Profits on a Pre-War Basis—Full Details of Proposed Changes.

AT a meeting held in the Food Controller's office, Excelsior Life Building, Toronto, on Tuesday morning of this week an enthusiastic ratification was given by representative manufacturers to the Food Committee's Program that was outlined in last week's CANADIAN GROCER. The Hon. W. J. Hanna in referring to the matter at the conclusion of the meeting gave it to be understood that definite action along these lines would be forthcoming, and that very quickly.

Members of the original committee and others present urged upon the Food Controller the appointment of P. B. Tustin, the chairman of the special committee, to be the deputy who should have the control of the administration of these measures. While Mr. Hanna did not definitely express his intention of so doing, he unquestionably gave the impression that Mr. Tustin would be entrusted with this important post.

The main points of this regulation that will in all probability become effective within the next week or so are as follows:

THE REGULATIONS PROPOSED

The Licensing of Every Present and Future Channel of Distribution.
This will mean that all the distributing activities at present in existence will be licensed, and so regulated, and that anyone desiring to enter any of these branches of the distributing activity must assure the Food Controller of their willingness and ability to meet these conditions.

Retailer Must Live Up to Minimum Standard of Equipment to Obtain License.
The sanitary conditions and equipment must be satisfactory to the Food Controller, and the applicant must have not less than two years' training in the business.

The Distributing Activities to be Definitely Defined.
There is a set statement as to what constitutes a manufacturer, wholesaler, wholesale jobber, commission merchant, broker and retailer.

The Licenses Will Mean Regulation.
Licensed dealers must keep proper books, and take stock at least yearly. They shall not make profits in excess of pre-war profits. The licenses are not transferable, and must appear on all stationery and advertising matter. On certain lines the dealers may be required to make monthly reports of holdings.

License Fees Will Be Graded.
The license fee will be very moderate for the retailer, and will increase in proportion as the business increases.

A Penalty for Buying From Unlicensed Firms Who are Supposed to be Licensed.
It shall be an offence to purchase goods from a firm who should be licensed, but who has failed to take out a license. Subject to fine and possible cancellation of license of purchaser.

Combination Sales Forbidden.
No merchant shall be permitted to make the sale of any goods conditional on other sales. This clause will effectively deal with many so-called co-operative distributing agencies.

The Contract Selling Plan Sustained.
The manufacturer who has established a reasonable selling price may refuse to sell merchants who violate his selling contract.

No Discriminatory Price Will be Permitted.
On proprietary brands the manufacturer shall not have the right to discriminate by better terms or price (having regard to quantity) between one retailer and another.

Any Rebating Forbidden.
Any rebate on the part of any wholesaler shall be considered as an infringement of the Secret Commissions Act and render the party rebating subject to serious penalties.

Wholesalers' Books Shall be Open to Food Controller.

Wholesaler, Commission Merchant and Broker Must Not Sell to Consumer Except Under Retail License.
This license number must, of course, appear on all his forms and letterheads.

Wholesaler Must Make Monthly Reports to Food Controller.

THE COMMITTEE RECOMMENDS

Prevention of Overlapping in Work of Travellers.
Limits will be set to the number of times travellers may call on the trade.

Centralized Delivery System Proposed.

The Creation of an Organization to Administer these Provisions.
System of Stock Returns to Permit the Equitable Distribution of Supplies.

The Setting of a Profit on the Basis of Pre-War Profits.

THE report of the committee of the grocery trade that has been endorsed by manufacturers, wholesalers and retailers, and that has been submitted to the Hon. W. J. Hanna, and will in all probability become effective within a very brief space of time, begins with a preamble pointing out the necessity of organization if the necessary regulation of the trade is to be efficiently and intelligently carried out. This proposed organization would be able to exercise discipline in the different channels of distribution, making injustice to the individual an impossibility. The preamble also points out the necessity of clearness and conciseness in such an act; and that there must also be no hesitation in maintaining the principles outlined, and punishing any failure to meet these conditions.

The changing conditions of the times, it is pointed out, has led to privations and difficulty, and the food distributors have often been wrongfully accused of being the parties responsible for these conditions. It is pointed out as opposed to this charge that thoughtful decisions of the judges of the courts of Canada have maintained that the distribution of the manufacturer through the jobber, wholesaler and retailer is the most economical method of distribution.

That the conditions prevalent at present may be successfully met is the idea at the back of this preamble, following this effective putting of the case.

The report then continues as follows:

SUGAR

To sell goods for less than cost inflicts an injury, which demands a corresponding overcharge if the seller is to continue doing business, and thus creates a double wrong, and is vicious in principle and entirely contrary to sound business morals.

It is true beyond successful contradiction, and with a fuller knowledge it becomes a generally admitted fact, that the grocery trade has for many years sold sugar on a less margin than the actual cost of distribution.

It is further true, and is also admitted by those familiar with the subject, that the wholesale grocer can, and does, distribute sugar for a substantially smaller sum of money than the refiner could distribute it to the retail trade direct.

As stated, sugar has been distributed on a margin allowed by the refiner, which is considerably less than the actual cost of distribution, and it is unfair and undesirable that any business or enterprise should be conducted at a loss. The refiners allow the wholesale trade in the East 30c per 100 lbs., involving an investment of over $9.00, out of which 1% is allowed the retailer for cash, which is 9c per 100 lbs., leaving the wholesaler 21c per 100 lbs., or a fraction over 2%. This is the margin the wholesaler is allowed to provide for handling sugar into and out of his warehouse, storing, insuring, carting, charging to customers, collecting accounts, and loss by bad debts, besides overhead charges. It is obvious that the wholesale grocer loses money on every pound of sugar he sells.

Under such circumstances, where it is admitted that the wholesale grocer can distribute sugar at less than it would cost the refiner, and where it is clearly demonstrated that he does distribute it for less than it would cost the refiner, is it not a serious reflection on the

intelligence or honesty of the press and public when they continue to denounce the middleman as a profiteer and a grafter? The same is true so far as the wholesaler distributing all other manufactured goods at a less cost than the manufacturer could distribute them direct. In view of the conditions here stated, which are, beyond question, correct, would it not be fair to inform the public that the wholesale trade is really an economic factor in the conveyance of goods from the producer to the consumer?

CARTAGE

Your Committee, after consulting with a Committee of Retailers, are of opinion that such economy could be effected by a system of union or merged or central delivery, and would suggest that you take prompt measures to put the matter before the retail trade of all towns and cities of a population of 5,000, or over.

We further suggest that in bringing this matter to the attention of the retail trade, you, at the same time, should outline to them a practical plan for their consideration, so that immediate steps may be taken to put same into force.

PROPER REGULATIONS OF TRADE

For the proper and successful carrying out of the suggestions set forth in our report, we specially direct your attention to the absolute necessity of licensing all classes of manufacturers, wholesalers and retailers handling any household necessities.

Apart from the fact that it would be unfair to put some classes of trade dealing in food products under Food Control regulations, and at the same time overlook others, in our judgment it would be impossible to obtain the satisfactory result you are striving for, and in which effort we are willing and anxious to assist, unless every present and future channel of distribution to the consumer is so regulated and licensed.

Manufacturers, wholesale and retail grocers are not the only purveyors of food products.

Such lines are also sold by wholesale and retail produce dealers, wholesale and retail fish dealers, wholesale and retail flour and feed dealers, wholesale and retail butchers, wholesale and retail fruit and vegetable dealers.

All these are avenues of distribution to the consumer, and form a very large factor of which we must not be unmindful. Our report does not cover the various lines mentioned, but similar rules and regulations as outlined to apply to wholesale and retail grocers should be adopted for the other classes of trade.

TRADE CLASSIFICATION AND RULES AND REGULATIONS ADOPTED BY THE FOOD CONTROL ADMINISTRATION

For the purpose of conveniently carrying out the plan governing the conduct of trade under the Food Control Administration, it is, in our opinion, necessary to define the various classes and departments of trade, as well as adopt rules and regulations governing same.

So far as possible, the enumerated groups are intended to cover all classes of trade dealing in food products and goods generally used and recognized as necessary for household consumption.

This classification is covered in the following manner:—

1. Manufacturers
2. Wholesalers
3. Wholesale Jobbers
4. Commission Merchants
5. Brokers
6. Retail Merchants

The above groups are intended to cover all classes dealing in food products, and such other lines as are recognized as necessary for household consumption.

If it should be found that in active practice the sale of food products is conducted by other than the enumerated lines of trade, and it should become necessary to regulate same, further classification may be added.

The rules and regulations governing the already enumerated classes of trade are made with a view to fair dealing, and to prevent dishonest practices that may have been followed in the past on account of there being up to the present no clearly defined rules for the conduct of business.

DEFINITIONS AND CLASSIFICATION OF TRADE FOR THE PURPOSE OF THIS REPORT

Class 1.

Manufacturer.—A manufacturer is one who makes from his raw materials or other products a finished or partly finished article or articles, which may be put upon the Canadian market for household consumption, either in bulk form or in packages, and it may be under a proprietary or advertised brand.

Class 2.

Wholesaler.—A wholesaler is one who has no retail counter, and who does not sell to the consumer direct.

Class 3.

Wholesale Jobbers.—A wholesale jobber is one who regularly deals in merchandise, acting as an importer or dealer on his own account, and sells only to the manufacturers and wholesale trade.

Class 4.

Commission Agent.—A commission agent is one who handles goods for the owner on a commission basis only.

Class 5.

Broker.—A broker is one who acts as an intermediary between seller and buyer, selling on a brokerage or commission basis, and shall not be in any way directly or indirectly interested in the profit on the sale of goods he handles.

Class 6.

Retail Merchants.—Retail merchants are those regularly established in business for the sale of goods direct to the consumer.

SPECIAL COMMITTEE OF RETAILERS ENDORSE POLICY.

Ottawa, December 10th, 1917.

We, the undersigned members of a Special Committee of the "Grocers' Section" of the Retail Merchants' Association of Canada, Incorporated, representing the Retail Groeery Trade of Canada, having met to eonsider what assistanee we could give to the Food Controllcr, in order to enable him to best conserve the food products of Canada through a properly organized system of distribution, and having submitted our report to your Committee, whieh covers the most important feature in connection with your enquiry regarding the retail grocery trade, and having also eonsidercd vcry carefully the report whieh was prepared by the members of your Committee, representing the Wholesale Grocery Trade, we have mueh pleasure in unanimously endorsing the same, and wc will use our best efforts to do all we can to assist the Food Controller to have the principlcs set out therein earried out, as we believe that by so doing the trade, as wcll as the consuming publie, will be greatly benefited thereby.

Members of Speeial Committee.

D. W. Clark (Chairman), Toronto; D. McLean, Toronto; W. C. Miller, Toronto; A. Laniel, Montreal; J. Sausregret, Montreal; T. Bowman, Ottawa; B. G. Crabtree, Ottawa; R. C. Cummings, Ottawa; J. C. Campbell, Ottawa; E. M. Trowern, Ottawa.

Signed on behalf of the above Committee.

E. M. TROWERN,
Seeretary, Dominion Board,
Ottawa.

RULES AND REGULATIONS GOVERNING THE SALE OF ALL CLASSES OF FOOD PRODUCTS SOLD IN CANADA BY PERSONS, FIRMS OR CORPORATIONS CARRYING ON BUSINESS UNDER THE CLASSIFICATIONS AS SET FORTH IN CLASSES 1, 2, 3, 4, 5 AND 6.

Rule 1.

All Food Purveyors Subject to License.—Every person, firm or corporation engaged in the sale of food products in Canada shall be subject to licensc or regulations of the Food Controller.

Rule 2.

Licensed Dealers.—Every person, firm or corporation engaged in the sale of food products in Canada, who shall be required by the Food Controller to do business under license, shall keep proper books of account, shall take stock at least once in twelve months, and shall prepare annually a financial statement showing assets and liabilities.

Rule 3.

To Prevent Profiteering.—Every manufacturer, wholesaler, wholesale jobber, commission merchant, broker and retailer, shall be under direction of the Food Controller, and shall not be permitted to make profits in excess of pre-war profits.

Rule 4.

License Not Transferable.—Licenses are not transferable.

Rule 5.

Display all License Numbers.—License numbers shall appear on all invoices, copies of orders left with purchasers, also on all letterheads and communications. In cases where more than one license is taken out, all license numbers must be shown.

Rule 6.

Advertisements.—Every licensee shall display the number of his license on all his advertisements.

(NOTE.—An amendment was passed, making it necessary to show license numbers only on advertisements where prices were quoted.)

Rule 7.

Monthly Reports.—On the lines enumerated under Rule 8, and such other lines as may be added, all licensees may be required to make monthly reports, in duplicate, on forms to be supplied by the Food Controller (the licensee keeping the duplicate on file in his office) showing the stock on hand on the last day of each month, together with the arrivals during said month. Such reports must be mailed to the Food Controller or his agent on or before the fifteenth day of the following month.

Rule 8.

Enumerated Lines.—The following are the enumerated lines of goods referred to in Rule 7:—

Sugar.
Oleomargarine.
Cheese (bulk Canadian).
Canned Goods: Tomatoes, Corn, Peas, Beans, Pork and Beans, Corned Beef, Salmon, Condensed Milk, Evaporated Milk.
Dried Beans (Canadian).
Rice.
Prunes.
Raisins.

And such other lines as may be added by the Food Controller.

Rule 9.

Application For License.—Application for license must be on form prescribed by the Food Controller, and must be accompanied by cheque and statement of the class of business or businesses under which the applicant desires to be licensed.

Every person, firm or corporation doing business under more than one class—where licenses are required—must obtain a separate license for each class in which he does business.

Rule 10.

License for Classes 1, 2 and 3.—The annual license fee for Classes 1, 2 and 3 shall be on the following basis:—

$50 for annual turnover of $500,000, or under, and $5.00 additional for each $100,000.

Rule 11.

License Fees for Classes 4 and 5.—The annual license fee for Classes 4 and 5 shall be $50.00.

Rule 12.

License Fees for Class 6.—The license fees for retailers shall be on the following basis:—

Turnover of	$20,000	or less.....	$1.00	per	annum		
"	"	20,000	"	$40,000...	2.00	"	"
"	"	40,000	"	60,000...	3.00	"	"
"	"	60,000	"	80,000...	4.00	"	"
"	"	80,000	"	100,000...	5.00	"	"

and $5.00 for each additional $100,000 turnover.

Rule 13.

Penalty Clause.—No person shall knowingly buy any food commodity in the Dominion of Canada from any unlicensed person, firm or corporation required to have a license under these regulations. The penalty for deliberate violations of the Food Controller's Regulations shall be a fine of not less than $50.00 for the first offence, $100.00 for the second offence, $500,00 for the third offence, or cancellation of license at the discretion of the Food Controller.

Failure to make application to take out a license within fifteen days after being duly notified by the Food Controller will subject such person, firm or corporation to a fine of not less than double the license fee, and a further penalty of $5.00 per day for each day delinquent after such notice.

Rule 14.

Combination Sales.—No retail merchant shall be permitted to sell or offer to sell any article on the condition that purchaser shall be required to buy other goods. Each article must be sold on its merits and not in combination.

REGULATIONS GOVERNING THE LICENSING OF MANUFACTURERS.

Rule 1.

A manufacturer of food stuffs for household consumption must be licensed to do business in Canada.

Rule 2.

A manufacturer shall have the right to sell his goods on the following basis:—

1. Direct to the consumer.
2. To the consumer through the retailer.
3. To the consumer through the wholesaler and retailer.

Rule 3.

In the sale of any proprietory or trade-marked line of goods to the consumer, tbrough the medium of the wholesaler and retailer, and upon which the manufacturer has established a reasonable selling price to the consumer, and wbo is using the retailer and wholesaler as a medium of reaching the consumer, the manufacturer shall have the right to protect his interests (and tbat of the trade who are assisting in the distribution of his products) by refusing to supply any dealer who violates his selling contract.

Rule 4.

On any proprietory or trade-marked brand, the manufacturer shall not have the right (having regard to quantity) to sell to one retailer on a better basis as to price and terms than to another retailer, neither shall he have the right to sell to a wholesaler on a lower basis of price, quantity and terms than to another wholesaler, having regard to the price, quantity and terms ruling on the date of sale.

FORM OF APPLICATION FOR MANUFACTURERS

I/We, the undersigned, carrying on a manufacturing business in.....

.....

(Here name lines manufactured)

do hereby make application for license to manufacture in Canada.

Our cheque, payable to the Food Controller, accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time.

Our turnover for last year was:—

.....

(Here give turnover)

.....

(Signature of applicant)

.....

(State place of business)

REGULATIONS GOVERNING LICENSES

Class 2.

Wholesalers must be licensed to do business in Canada.

1. Wholesalers may import, buy from, or sell to, other members of the trade, manufacturers or producers, either direct or through the medium of brokers or manufacturers' agents.

2. A wholesaler in selling to another wholesaler shall be expected to allow a reasonable sbare of his margin over cost, but in no case shall he be permitted to sell at a higher figure than the regular price of such goods.

3. A wholesaler selling a proprietory or copyrighted brand of food products, the price and terms of which have been fixed to the retail trade by the manufacturers or packer thereof, shall not be permitted to charge more than the price fixed by the manufacturer or packer, and to sell at less than the stipulated price by rebating or otherwise will be considered equivalent to a violation of the Secret Commissions Act, and will render the offender subject to such penalty as the Food Controller may impose, but shall not be less than $50.00, and if persisted in shall involve the cancellation of his license.

4. To prevent profiteering, the wholesaler shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable profit. To guard against excessive profits being charged, his books and records shall at all times be open to inspection by the Food Controller or his agents, and such records shall be kept so as to show distinctly the cost and selling prices of any staple article upon which monthly returns are required. Should it be found by such inspection that excessive prices are being charged, the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

FORM OF APPLICATION FOR WHOLESALE GROCERS

Class 2.

I We, the undersigned, carrying on a wholesale grocery business, do hereby make application for license to trade as wholesale grocers under Class 2 of the Food Controller's Regulations.

I/We beg to state that our business is being carried on as a strictly wholesale grocery business (and is not a concern whose members or stockholders are made up of retail merchants) and we are not in any way connected directly or indirectly with any plan or agreement by which our stockholders are to receive dividends, rebates or allowances on the basis of their purchases.

My/Our cheque (payable to the Food Controller) accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time.

My/Our turnover for last year was:—

.....

(Here give turnover)

.....

(Signature of applicant)

.....

(Place of business)

REGULATIONS GOVERNING LICENSES OF WHOLESALE JOBBER

Class 3.

Rule 1.—A wholesale jobber may import, buy from, or sell to, other members of the wholesale trade, either direct or through the medium of brokers. If such wholesale jobber shall sell also in the retail trade, he shall in addition be required to take out a license under Class 2.

Rule 2.—A wholesale jobber shall be required to make monthly reports on all such lines as may be required by the Food Controller.

Rule 3.—The annual license fee for Classes 2 and 3 shall be on the following basis:—

$50.00 for a turnover of $500,000 or under, and $5.00 additional for each additional $100,000.

Rule 4.—To prevent profiteering, a wholesale jobber shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable price. To guard against excessive profits being charged, his books and records shall at all times be open to inspection by the Food Controller or his agent, and such records shall be kept so as to show distinctly the cost and selling price of any staple article upon whicb monthly returns are required, and should it be found by such inspection that excessive prices are being charged the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

FORM OF APPLICATION FOR WHOLESALE JOBBER

Class 3.

I/We hereby make application for license as a wholesale jobber.

My/Our business is not directly or indirectly connected with any plan by which any stockholder in our firm or corporation is to receive dividends, rebates or allowances on the basis of their purchases.

My/Our cheque, payable to the Food Controller, accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time.

My/Our turnover last year was:—

.....

(Here give turnover)

.....

(Signature of applicant)

.....

(Place of business)

REGULATIONS GOVERNING LICENSES FOR COMMISSION AGENTS, OR COMMISSION MERCHANTS

Class 4.

Rule 1.—A commission agent or merchant shall not charge directly or indirectly a commission on the sale of food commodities in excess of that which ordinarily or customarily prevails under normal conditions in the locality in which such commission agent's or merchant's business is located, and in the particular branch of trade in question.

Rule 2.—The licensee shall remit promptly following the sale of food commodities received on consignment, and shall render to the consignor an account showing the true sales, and with charges only for service actually performed and expenses actually incurred by the licensee.

Rule 3.—The licensee shall not charge or receive for himself, on the sale of any food commodities, both a commission and an extra profit, except as provided in Rule 4 following.

Rule 4.—The licensee shall not directly or indirectly sell consigned food commodities, with the sale of whicb he is entrusted on commission, to himself, or to anyone interested with him, or interested in his firm for the purpose of re-sale.

Rule 5.—The license fee for a commission agent or merchant shall be $50.00 per annum.

FORM OF APPLICATION FOR COMMISSION MERCHANTS OR AGENTS

Class 4.

I/We hereby make application for license to trade as commission agents. We agree to conform to the rules and regulations governing our business (Class 4) Food Controller's Regulations.

My/Our cheque for $50.00 payable to the Food Controller, accompanies this application.

.....

(Signature of applicant)

.....

(Place of business)

REGULATIONS GOVERNING THE LICENSING OF BROKERS

Class 5.

Rule 1.—No broker shall buy or sell any food commodity for his own account unless he is also regularly engaged in or holds himself out to the trade as conducting a business other than on a brokerage basis.

Rule 2.—Any broker conducting business on other than a brokerage basis shall be required to take out an additional license covering the other class in which such broker does business. Providing always that in no case shall such transaction be of the nature of a speculative one.

Rule 3.—If the broker does business under Class 3, to prevent profiteering, he shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable price. To guard against excessive profits being charged, bis books and records shall at all times be open to inspection by the Food Controller or his agents, and such records shall be kept so as to show distinctly the cost and selling price of any articles upon which monthly returns are required, and should it be found by such inspection that excessive profits are being charged, the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

Rule 4.—The license fee for brokers doing business under Class 5 shall be $50.00 per annum.

Rule 5.—In the event of a broker carrying on business under any other classification than Class 5, he shall be subject to the regulations governing either or all of the other classes of trade.

FORM OF APPLICATION FOR BROKERS

Class 5.

I/We hereby make application for license to trade as brokers, under Class 5 of the Food Controller's Regulations.

I/We agree to conform to the regulations.

My/Our cheque for $50.00, payable to tbe Food Controller, accompanies this application.

.....

(Signature of applicant)

.....

(Place of business)

REGULATIONS GOVERNING THE LICENSING OF RETAIL GROCERS

Class 6

Definition of Retail Grocer.—A retail grocer is one who sells direct to the consumer, and deals in the following enumerated lines:—

Cereals, flour, bread, biscuits, starcbes, baking powder, etc.

Sugar, syrups, confectionery.

Vegetables, potatoes, tubers and other root crops, and culinary vegetables.

Fruits and nuts.

Preserved meats and food preparations.

Preserved fish and preparations.

Dairy products, milk, butter, cheese, eggs and poultry.

Aromatics and condiments, coffee, chocolate, tea, spices, flavoring extracts, essence.

Fats, oils, soaps, candles, kerosene, vinegar.

Preserved fruits and vegetables, jams, jellies, etc.

Detergents and apparatus, alkalis, brushes, sponges, brooms, matches, etc.

Rule 1.

A retail grocer shall only do business in Canada

MANUFACTURERS, WHOLESALERS AND RETAILERS ENDORSE ACTION.

We, representing as we do, the trade from manufacturers to retailers, and realizing the deep obligation upon us as handlers of foodstuffs to conserve the food supplies of all classes of the community so as to adequately feed our brothers in arms and those allied with us, believe that constructive legislation is necessary to avoid bringing into unjustifiable disrepute a majority of honest traders, and at the same time to avoid profiteering, and the unnecessary waste of foodstuffs. We are, therefore, in accord with the Food Controller's idea to proceed as rapidly as possible with Government rules and regulations to regulate those engaged in supplying the necessaries of life. Having studied the working of food control in the United States we hereby express our willingness to give our best assistance and support in carrying out such regulations as may be made by the Food Controller from time to time. We also express the hope that such regulations may be made as simple as possible for the better carrying out of the same.

This resolution was moved at the meeting on Tuesday by H. G. Flint, of the Canadian Shredded Wheat Co., and seconded by R. L. Innis, of the Dominion Canners, and unanimously adopted

provided he conforms to the Food Controller's regulations, and is licensed in accordance with the rules and regulations governing such class of business.

Rule 2.

With a view to the better conduct of business, and as a protection to the consumer, the following shall be considered as the minimum standard to which applicants for licenses shall be required to conform.

(a) Sanitary conditions, and equipment must be satisfactory to the Food Controller.

(b) Qualification not less than two years' experience in the retail grocery trade.

FORM OF APPLICATION FOR RETAIL GROCER

Class 6.

I We hereby make application for a license under Class 6.

I We have been established in business since .....

At last stock-taking the value of stock on hand was .....

(Give value of stock last stock-taking)

.....

(and date of same)

Our total assets are.....

Our total liabilities are.....

Our net surplus is.....

I We agree to conform to the rules and regulations as laid down by the Food Controller from time to time.

.....

(Name of applicant)

.....

(Address)

.....

(Province)

License fee must accompany application.

RECOMMENDATION OF THE COMMITTEE.

The members of the Committee called to formulate regulations for the control of foodstuffs handled by the various trades of Canada consider themselves as commandeered for the service of the state. In consequence, they have given their most earnest thought to drawing up these recommendations. They have been animated by a loyal desire to utilize their special knowledge and experience in connection with trade matters to the best advantage of the country at large. It is hoped that the following recommendations will assist the Food Controller for Canada in controlling and regulating trade, in conserving the foodstuffs of Canada, and in reducing the cost to the consumer.

In comparison with the factors of original production in the community, the business man, by whom is meant the manufacturer and dealer, is bearing more than is his due of the burdens of the nation's responsibilities. In addition to voluntary contributions to Patriotic, Red Cross and various other funds, he has to shoulder income, excess war profits, and, in certain cases, exceptional taxation not shared by the producers, whose profits by the very reason of multitude and the variety of production cannot within the limits of practicability be arrived at, and which, by reason of individual small volume of business, usually escape levy. What the Committee wishes to arrive at is a basis of control, which, while placing the manufacturer and merchant on a fair equality with other elements of the community, will eliminate all undue profits.

MANUFACTURERS ENDORSE ACTION

Be it resolved that we, the manufacturing interests here represented, unanimously endorse the programme outlined and pledge our support to the Food Controller. We appreciate the seriousness of the food situation and realize that it is our duty to conscientiously conserve our food resources. We realize, too, that it is our bounden duty to bring this situation before the people of Canada, and we would suggest to the Food Controller that a letter be prepared to be sent to all the commercial travellers, who could have a great influence in moulding public opinion on this important matter.

This resolution unanimously adopted.

The following recommendations are therefore respectfully submitted:—

1. That a license system be established, covering all branches of trade in foodstuffs, and that a small license fee be imposed to cover the cost of operating this system; thus all expenses will be borne by the trade itself, and not by the taxpayer.

2. That with the establishment of a license system, there follow a comprehensive organization, so that each step from producer to consumer shall be effectively controlled.

3. That all rebate and secret commission operations be prohibited; that collusive methods now obtaining and now causing such unrest and suspicion, both within the trade and in the minds of the public, be prohibited; that combination sales whereby a merchant sells one commodity or any specified quantity of it, contingent upon the purchase of quantities of any other goods, be prohibited.

4. That for the reduction of business operating costs, the following suggestions be carefully considered:—

(a) **For the prevention of overlapping and duplication in the work of travelling salesmen,** some restriction should be imposed regulating the manner of times in one week travellers may call on customers of a wholesale firm in distributing centres, and the number of times per month in country districts.

(b) **For the adequate organization, according to local needs, of a centralized delivery system;** the restriction on the number of deliveries to retail customers and the fixing of times of delivery in various zones for the distribution of goods during the day should be arranged. Moreover, the number of times a wholesale house may be called upon to deliver goods be restricted, and the minimum weight of individual deliveries fixed.

5. That properly to administer and enforce a license system, a well equipped organization be created so that there may be removed the possibility of the work of the Food Controller becoming ineffective.

6. That a rigidly enforced system of stock returns be instituted, by which the Food Controller may be enabled to prevent hoarding in Canada, through which system any firm overstocked with goods may be compelled to distribute its surplus among other firms whose supplies are short.

7. That every trade and every branch of trade be rigidly controlled as to the percentage of profit or turnover, and that by the strict enforcement of regulations against profiteering and speculation such rates of profit be not allowed to exceed the rates of pre-war profits.

Signed: P. B. Tustin, chairman, chief Food and Dairy Health Department, Winnipeg; H. Blain, Eby-Blain, Ltd., Toronto; H. C. Beckett, W. H. Gillard & Co., Hamilton; H. Bruce Gordon, The Codville Co., Ltd., Winnipeg; G. M. Bate, H. M. Bate & Sons, Ltd., Ottawa; W. E. V. Jones, Leeson, Dickie, Grosse Co., Ltd., Vancouver; Robert Kelly, Kelly-Douglas Co., Ltd., Vancouver; Zeph. Hebert, Hudon, Hebert Co., Montreal; E. M. Trowern, secretary, Dominion Board, The Retail Merchants' Association of Canada, Ottawa.

Improving the Co-operation of Business

How the U.S. Government is Planning to Use Industry to Better Advantage — Flag-Waving in Congress Has the Effect of Improving the Organization—Fixing Prices and Eliminating Unnecessary Business — Concentration, the Password Now

By a Staff Representative at Washington.

Washington, D.C.

IT has been intimated several times in the course of these articles that the system under which the United States Government is utilizing the business men of the country is far from perfect. There is a very great deal of dissatisfaction particularly among business men with reference to the system. There is a strong agitation for new methods and a probability, even a certainty, that new methods will be adopted.

The Advisory Commission of the Council of National Defence, with its wide system of subordinate committees, had one weakness. The members of many of these committees were acting in a dual capacity. They were advising the government in matters pertaining to the selection and purchase of supplies, and at the same time they were selling to the Government.

For instance, the chairman on the committee on Petroleum was President Bedford of the Standard Oil Co., unquestionably the ablest oil man in the country. But, when the Government wanted to buy oil, it was necessary to go to Bedford! The chairman of the committee on coal production was F. S. Peabody, president of the Peabody Coal Co. of Chicago, and, naturally enough, the Peabody Coal Co. could not be passed over when the question of buying government supplies came up. The Peabody Coal Co. might not want government orders but the Government needed a part of the output of the Peabody Coal Co.!

There was no actual loss to the country through the dual activities of the committee members. In all probability the country benefited in a monetary way. The Bedfords and Peabodys who sat on all the committees gave the government the benefit of their knowledge unreservedly and in most cases arranged to supply goods at lower prices than they would have accepted had they come to Washington to represent their own interests only. But it did not look right. It is bad in any business deal to see all the participants on one side of the table. The buyer should sit on one side and the seller on the other. Then, if both parties are alive and honest and know their business, neither side loses.

Trouble Starts in Congress.

TROUBLE began to crop up in Congress. Back in Tallahassee, Bill Jones, who makes tacks, had got it into his head that he could turn out shell fuses if the Government would give him an order with a long enough price to cover the cost of installing the new machinery. He didn't get the order but

the Delaware Bridge Works, say, got a big order and the vice-president of that concern was a member of a committee working with the Munitions Board. If Bill Jones had wanted to get the thing through their representatives on the advisory committees!

"It is a monumental crime, a barefaced steal!" orated the Congressman. "Never will the Gates of World Freedom be stormed by our brave armies with the Star and Stripes at their head, if we permit this base trafficking, this sordid manipulation of the machinery of Government! Shades of George Washington and Thomas Jefferson; and God bless the American flag and our dear old grandfathers and may the clean and bracing winds of democracy sweep through the capitol . . . " Or words to the same effect.

The temporary buildings erected at Washington by the Advising Commission in 50 days. Right: Julius Rosenwald, head of committee on supplies.

facts he would have found that the Delaware plant was equipped to make fuses and that an absolute guarantee of delivery within a certain time had been given and a finely shaved price had been accepted. But Bill Jones, after the manner of his kind, does not pay any attention to these factors. He goes back to Tallahassee, frothing at the mouth and talking graft.

There were Bill Joneses all over the United States of America during the first half of the year. They poured out of the incoming Washington trains and filled the Washington hotels to overflowing. One man from Idaho wanted to sell his mine to the government. A Vermont wholesaler was looking for orders to ship prunes in carloads. A blacksmith from Podunk wanted shell orders. They filled the outgoing trains, and the smokers rang with their discontent and their chorus of "graft"!

The sad part of it was that each disgruntled order-seeker had the ear of a Congressman or a Senator. When Bill Jones arrived back at Tallahassee he got hold of his Congressman and filled him with his tale of woe. Washington reeking with graft, fostered and encouraged by the iniquitous system of advisory committees. The Congressman saw a chance to break into print.

The Storm Breaks

About June the storm broke in Congress. The representative from Tallahassee, or Podunk, or wherever it was, got up and cited the case of Bill Jones, patriot, who went to Washington to place his plant at the disposal of the Government and who was refused an order whereas the *bloated interests* (the speakers' italics) were grabbing every-

And then up got a Congressman to recite the sad experience of Caleb Spry who couldn't get an order for prunes in carloads. And so on *ad infinitum, ad nauseam* The country began to think that Washington was riddled with graft and that the men who were so unselfishly giving their time and best services to the country were self-seekers.

The New System

But after all, good results came out of the political uproar. A bill was put through Congress which made it impossible for a man to sit on a committee of the Council of National Defence who was interested in any company which would be selling to the Government. The bill had the effect of breaking up many of the committees. It led, however, to the beginning of a new order, out of which, it is believed, still better results will come.

The new plan is for each industry, each branch of business, to organize on its own account and to appoint committees to deal with the Government. These committees are to have full authority to speak for the industry they represent. They are not in any sense government servants. When they go to Washington they will sit on opposite sides of the table from the Government officials and the advisory committee members.

This system is now being worked out. It is not yet completed by any means but most of the large industries have already organized. Reference has already been made to the fact that a committee of three representing the automobile interests was in Washington recently to go into the matter of steel. These three men had full power to speak and act for every manufacturer of automobiles or accessories in the country. What success they achieved in getting supplies of steel for next year's cars was due to that fact.

All industry will gradually reach the point where organization is effected and then things will be in capital shape to link business and industry more closely still with Washington. The advisory committees of the Council of National Defence will still be there to advise and direct the efforts of the Government. The industrial committees will be ready to act for industry itself. Any arrangements will be a mere matter of negotiation between fully authorized bodies. Hours will accomplish what otherwise would take months.

More Radical Steps Still

But business men are not satisfied yet. They feel that the country is not yet down to hard training for war.

The other day a federal charter was obtained by an inventive individual for the manufacture of a new kind of soap pipe, to blow bubbles with! Toys are still necessary enough because, no matter how grim the world struggle may become, all the sunshine and joy should not be taken from the lives of the children. But there are plenty of factories

already established to turn out all the toys that will be needed.

The soap-bubble man will proceed to tie up $40,000 capital and employ 30 hands, mostly men, in the manufacture of soap pipes!

There is a growing feeling among the business men of the United States that the time has come for the suppression of unnecessary industry, certainly for the sharp checking of all new ventures into unnecessary fields. Soap bubble charters are not consistent with the waging of war.

The Chamber of Commerce, for instance, has issued a bulletin on the subject, in which the following statements are made:

"New enterprises which are not fundamental to the efficient operation of the country's necessary activities should not be undertaken. This will not result adversely upon business or conditions of employment because every man and every resource will be needed during the war. All effort should be centred to help win the war.

"There is no uncertainty or ambiguity about this statement. Every man who wants to help win the war has now an acid test to apply to any new enterprise or undertaking.

"Men who are considering new enterprises,—public improvements, dwellings, factories, industrial work of every description, etc., should be guided by this test."

Fixing of Prices.

Perhaps the biggest and most tangled question awaiting adjustment is the matter of price fixing. In most lines of business it is recognized that price fixing has become necessary but it is very strongly felt that the fixing must be done in the right way. Business men are not prepared to see some government official with half-baked ideas and a mass of undigested information in his head proceed to say what prices shall be. They know too well the chaos that would result.

At the same time they feel that they themselves should not be allowed to fix the prices. The plan to be followed is for the Government to get all the necessary information from each industry and then reach an understanding on that basis.

Here is a case in mind. The Attorney General of the United States—I think that is his title—had launched an indictment against a certain group of men under the Sherman Act. Let us say that these men were coal dealers (they were not) and that they were charged with combining to fix prices. The case was pending in the courts and the Attorney-General was pushing it hard and was sure of a conviction.

At the same time Secretary of War Baker, was negotiating with the coal men of the country with a view to fixing a price for coal. The coal men suggested a price which would be suitable to them and which at first flush looked very fair to the Government officials. The price was agreed upon and somebody, in the name of Secretary Baker, issued a public statement announcing the price and commending the coal men for their patriotism in consenting to the figure.

And the price set was just 25 cents less than the price at which the men on trial had been selling!

An excited man rushed up to the offices of the Secretary of War and demanded to see Mr. Baker. A Secretary of War has to be securely protected by officials of one kind and another and by ante-rooms. The excited individual was promptly stopped.

"What is your business with Mr. Baker?" he was asked.

"I'm the Attorney-General of the United States," stated the caller.

Somebody was summoned who vouched for the fact that he was the Attorney-General and he gained entry to the inner office. Here he showed Mr. Baker that his department had, figuratively speaking, upset the apple cart. Not only had he made acquittal certain in the pending trial but he had fixed a price that was too high.

The upshot of it was that a new investigation was made and, on the information supplied by men in all branches of the business, the Government decided on a new price quite a bit lower than the first one.

It is perhaps, unfair to hang this incident on the coal men, but it was necessary to name some industry in order to make the telling intelligible. The point aimed at is. that the proper basis for price fixing is that outlined very concisely in another Chamber of Commerce bulletin:—

General Basis for Prices

"There has not been developed as yet a clear policy with regard to securing the assistance of business men in connection with the control of prices. In some cases the government has called upon those interested in a business to participate in the actual fixing of the prices. This has resulted in a fixing of prices by negotiation,—which is clearly harmful. In the judgment of the undersigned Committee, men elected by an industry to represent it should be called upon by the government for full information which would be helpful in fixing prices. but the actual determination of the price should be a semi-judicial function.

"This means that wherever prices are determined by the government it is essential that such prices should be arrived at according to some general plan and upon a definitely declared basis Such general principles should be followed so far as possible wherever the government acts to control prices and would serve as a yard stick or standard between different industries.

"In other cases the government has not consulted business men but has conducted independent investigations and announced prices without giving any information as to the basis on which such prices were reached. This necessarily creates antagonism on the part of business men who are unaccustomed to autocratic control, and prevents the co-operative response which might be expected from business men if they had a clear understanding of what was being done.

"Knowledge of actual conditions existing in business in its intricate ramifications can be acquired only by years of intimate contact. In the judgment of business men it is essential to success in government control of prices and distribution to establish a basis upon which this knowledge and information of business men can be at the service of the government under such circumstances as not to be influenced by selfishness or the need of self-protection."

Thus is the basis of co-operation between government and business being clarified and strengthened. The business men of the United States are endeavoring in every way to assist in the efficient organization of the nation for war; and the government is showing a complete willingness to accept the co-operation. In both respects Canada has something to learn.

There is a general and thorough understanding of the lines on which the new organization is to be built. It can be summarized in the one word, concentration.

THE BEST HONEY SEASON

Bees find nectar to be normally most abundant in the early part of the bloom ing season, according to investigations. The sugar is greatest in accumulation and secretion just after the opening of the flower. Increase in the humidity of the air increases the secretion of water, but not that of sugar, and washing and dilution by rain cause the nectar to lose much sugar. The secretion of both water and sugar increases with temperature up to a certain point, the most favorable condition for sugar secretion, however, being in alternation of low and high temperature.

BREAK AWAY

Break away from what? Anything you're doing when you see somebody else doing it—better, quicker, easier. Because you have folded a bag one way all your life isn't any reason for your doing so another minute when a big city fellow comes along and shows you a trick. If you've been selling flavoring extracts from the shelf and a trained salesman gets beside you and tips the bottle, removes the cork and puts it to the nose of the customer—do likewise. If you don't you're not "breaking away."

Be alive to new ways, new thoughts, new methods. You can't equip yourself for a bigger job if you stick. The "old boss' ideas" were right good for his town and his time, but if you're going to live in a bigger town and a busier time prepare for it. And if you are going to stay right where you are—"break away" just the same. Keep eyes and ears open for new and better things, even if you do business in the "ten-mile woods."—Modern Merchant and Grocery World.

Meeting Competition by Better Service

How a Western Firm Has Met and Bested the Mail Order Competition — Getting the Purchaser What He Wants the Important Item—An Interesting Experiment in Banking for the General Store.

THE merchant who shows himself ready to meet the every need of his customers, who makes the desires of those customers the basis of the business done, rather than, as is so often the case, limiting it by the stock that the merchant actually has, enters into the life of the community and feels its needs and arranges to meet them almost before these needs have found a voice, in one word, the merchant who gives to the buyer the same quality of service that is being rendered by the mail order house need have no fear for the competition of the mail order house for it has been met and met successfully.

Timidity the Greatest Source of Danger

That is not exactly the way A. M. Ledingham of Ledingham & McKee, Strongfield, Sask., voiced his opinion that merchants were generally too timorous of the mail order activity, but that was unquestionably the drift of his argument, and the argument is not based on any high-flown theory but on the solid facts of an actual business experience.

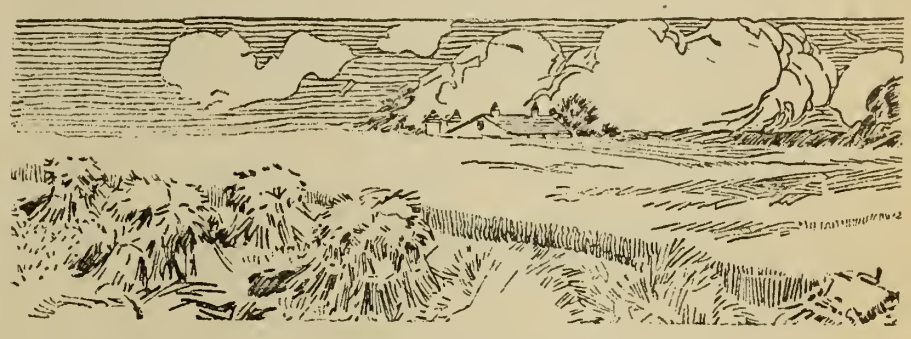
The reason that the mail order house has been so successful against the smaller merchant, Mr. Ledingham believed, is because the smaller merchant was not able or thought he was not able to give as good service. Yet giving that service is a comparatively easy matter.

"For instance, if a farmer wants, says, some good table linen or rugs," said Mr. Ledingham, "we get an idea of what he wants, and send to the wholesale house for it in Winnipeg, allowing ourselves 10 per cent. If the article does not just suit we can always send it back. On the other hand we can always show it to one or two farmers in the district, explaining how it was bought, and usually it will suit some one in the district. In a case like that, you see, you haven't taken any real risk, and you have probably made a sale that would otherwise have been lost, and you haven't given the farmer the notion that the only way to get what he wants is to send to the big city.

"As a matter of fact," Mr. Ledingham remarked, "we never hear about the mail order house and we certainly do not help to advertise them by constantly talking about them and keeping copies of their catalogues to the fore.

Personal Knowledge the Great Advantage

"We know the farmers well, and that is one place where we have the advantage, and a big advantage over the best mail order house in existence. We know this, and we don't take any chances on losing the friendship of our customers.



We take a trip round to their farms from time to time, that breaks the ice, so to speak, and keeps us on a more friendly footing than is possible with only business relations as a tie. Of course, we have come in contact with the mail order house but we have not found that it was a force that we need greatly fear to compete with. Of late there has been a growing dissatisfaction with firms of that kind, and last year there were more goods returned than ever before in this section. There has been more money returned by these agencies in the past two years than in ten years previous, this we know from our own observations in the section of country that we serve. People are telling us that they want to see the goods before buying, and that is the merchant's chance. It is his business to show the goods, and to provide what the customer wants."

Being the Farmer's Banker

There is another way, too, in which this firm cements the friendship that they have gained from the farmer. There is no bank in Strongfield though it serves a large community, and this is often a great inconvenience for the farmer. Here, again, the firm saw an opportunity of cementing the friendship that existed between them and their customers, by rendering them a little extra service.

"There is a bank in the town on each side of us," Mr. Ledingham remarked, "and we keep a savings account in one bank, and a current account in the other. By that means we are able often to accommodate the farmer, or the boy employed by the farmer, by cashing a cheque for them and saving a long trip to the adjacent town."

A Help to Collection

"Then," he continued, "we cash cheques for the three elevators. The elevators issue grain tickets, and we have an arrangement with the elevator companies for cashing these tickets. This helps us in our collections as when a farmer sells his crop he comes in with a grain cheque sometimes amounting to $2,000. It is hardly likely that he will then walk off without paying his account. If he does, he usually tells us that he has another car coming in and will fix the matter up later on."

This little service, therefore, as it is readily seen, not only is a great assistance to the farmer, but serves in its own way to assure a prompt settlement of accounts.

A Changing Trade

Mr. Ledingham notes, also, a very considerable change in the type of trade done by the country stores. In the good old days they were satisfied with almost any sort of equipment and stock, now by degrees modern equipment is creeping in. They had themselves recently put in two large silent salesmen and could easily see that they were paying for themselves rapidly. This better display is another factor that helps the small store against the competition of the larger city organizations. Better display facilities, and better goods, that is one of of Mr. Ledingham's big arguments. "I believe," he says, "that when business goes to the mail order house it is probably the merchant's own fault. Perhaps he is not buying good enough merchandise. We believe that is so, and so we buy the best possible merchandise we can buy in boots and shoes, dry goods and groceries. Seven and eight dollars for shoes is not too high for a farmer when he gets $150 for a load of wheat. We are selling more special order suits to-day than we are selling of the cheaper lines, and we are handling better clothing all the time. Three years ago we sold some cheaper grade of ready made clothing but to-day there does not seem to be much sale for cheap ready-made goods in the country."

Selling Special Lines

Mr. Ledingham continued to speak of other lines that the firm had found to be especially profitable to handle. "For instance," he said, "we have a way of selling canned goods that will interest other dealers. We sell them in mixed

lots. Where a farmer can buy, say a whole case of tomatoes, we agree to mix them, making a slight reduction for the case. You can bet that a farmer will eat more canned goods and buy more, if he has them in his cellar.

Caruso For the Farmer!

"Phonographs, too, are becoming good lines for general stores. During the past year we have sold sixteen phonographs, prices varying from $60.00 to $137.00, mostly $102.00 machines. Every time we sell a machine we sell a number of records. We get twenty records in every month, new ones, and get as many orders as we can to come in at the same time. From November, 1916, to May, 1917, we sold 500 records from 90c to $3.00 each. We have fifteen prospects for machines which we know we can sell. When the crops are reasonably sure we will run out into the country at nights with a phonograph on the back of the automobile and leave it at one of the farmers. If they are willing to keep it there, we are quite agreeable because we know they will pay for it in the Fall."

A Sweet Tooth, Also

Confectionery, too, is a line that the firm have found very profitable. It was surprising, said Mr. Ledingham, when you began to figure up the number of people who bought chocolates in the country section. Twenty five-pound boxes every week or so was no extraordinary sale, and this of candy that cost at least 50 cents a pound, while there was a big sale as well for goods of a cheaper grade. This only goes to prove that the business in the country sections is broadening remarkably in its scope, and that it is the practically undisputed possession of the merchant who is aggressive enough to look after it.

Where Grocery Ends and Drugs Begin

What Drugs and Medicinal Preparations Can a Grocer or General Merchant Legally Sell?—Some Interesting Articles on the Borderline Between the Drug Store and the Grocery Are Really Definitely NOT Grocery Goods—Care With Poisons.

POISONS, drugs, and medicines must not be sold by grocers or general merchants unless registered under the Pharmacy Act. That is the situation broadly put. There are certain exceptions. Through misunderstandings as regards these exceptions grocers and general merchants get into trouble with the authorities and have to pay fines for selling poisons, drugs, or medicines which are prohibited as merchandise except to qualified chemists. Severe penalties are imposed on offenders under this Act. For the first offence the fine is $20.00 and costs—(and no charges incurred by the offender in connection with the article which has occasioned his trouble are recoverable). For subsequent offences the penalties go higher—$50.00 fines, and so on. For possession of or offering for sale certain narcotic drugs or preparations containing these in more than infinitesimal amount fines of $100.00 and upwards are levied.

Retailers are, therefore, well advised to handle only such medicines, drugs, or poisons as are unmistakeably within the lines of safety provided by the Pharmacy Act. The medicines which a grocer or general storekeeper may safely sell can be mentioned in comparatively small space. The list of drugs, medicines, and poisons which grocers and general merchants must on no account sell would fill pages. But the list of medicinal lines grocers and general merchants may sell comprises most medicines which an ordinary grocery store might be expected to keep, and all medicinal stuffs which can be stocked without need for exceptional and skilled attention to avoid risk and loss.

Patent Medicines Permissible

Patent and proprietary medicines, of course, are permissible, subject to certain limitations. The merchant concerned should insist on proper guarantees as to the nature and ingredients of such medicines from their manufacturer to make sure that they do not contain undue proportions of drugs which it would be illegal for him to sell. Always remember that the actual vendor of the offending article has to bear the brunt of the legal trouble. He cannot shift the blame to the man who supplied him. Also remember that there is no law to prevent a wholesaler or manufacturer from selling to a retailer (who is not the consumer) quantities of some drugs or medicines which only a qualified chemist can lawfully sell to consumers. Steps may be taken afterwards to deal with manufacturers, but the retailer of any injurious drug faces the music first. Certain narcotic drugs, however, cannot be sold wholesale except by prescription.

Briefly the principal precaution to take in regard to patent and proprietary medicines is in relation to poisons. There is a long list of over sixty poisons in the Act beginning with the deadly hydrocyanic acid (Prussic acid) the mere smell of which in its purest form is enough to kill, and ending with such simple poisons as verdigris and sulphate of zinc. The Act provides that if in the opinion of the Board of Health any patent medicine contains any of these poisons in quantities sufficient to injure health or endanger life when the medicines are taken in the dose prescribed, then analysis may be made, and the penalties imposed if the case is proved. Still, all reputable patent medicines composed of ingredients which in the prescribed doses are not dangerous to human health or life, may be handled, stocked, and sold by grocers and general storekeepers throughout Canada.

Drugs, Etc., Grocers May Sell

At the time the Pharmacy Act was framed grocers and general storekeepers were represented, and certain exceptions were made to the general prohibition against the sale of drugs by any but qualified chemists. These are the exceptions. Any grocer or general storekeeper may sell them:—Turpentine, epsom salts, senna, alum, borax, castor oil, sulphur, glauber's salts, cream of tartar, carbonate of soda, bicarbonate of soda, glycerine, carbonate of magnesia, citrate of magnesia, rochelle salts, bluestone, copperas, saltpetre, spirits of nitre, rhubarb root, solution of ammonia, phosphate of soda, gum camphor, quinine, chloride of lime.

Further a grocer or general storekeeper may sell such poisonous substances as Paris green, hellebore, tincture of iodine, arsenate of lead, carbolic acid (not exceeding five per cent. solution) and London purple, but he may sell these ONLY on condition that such articles must be put up in well secured packages distinctly labelled with the name and address of the person preparing or putting up the packages, and clearly labelled "POISON."

In connection with the sale of carbolic acid besides the fact that only a five per cent. solution can be sold by a grocer or general dealer, the sales of carbolic acid must be registered in a book recording the name and address of the customer to whom the carbolic acid is sold.

Common Drugs a Grocer Cannot Sell

As pointed out it would take pages to enumerate the many drugs and medicinal substances and liquids grocers and general storekeepers cannot sell, but there are some articles on the border line as it were in the public and trade opinion, but which are really forbidden as merchandise except to qualified chemists. One of these is paregoric. Now there are grocers and general storekeepers who have sold paregoric, and there may be some who think they can still sell it. And there are lots of people who buy paregoric for their children's ailments who cannot understand why the grocer or general storekeeper should not stock

it. The fact is that paregoric comes into the class of narcotics or opiates against the sale of which, except through qualified druggists, there is a Dominion Act. There may be doubts in the minds of some grocers and storekeepers as to the inclusion of paregoric in the scope of this Act. There are no doubts whatever in the mind of the Registrar of the College of Pharmacy of Ontario, and he states definitely that paregoric is not one of the drugs grocers may legally sell.

Perilous Peroxide

Peroxide of hydrogen is an explosive. Not many grocers or general storekeepers perhaps realize this, but serious accidents have happened through unskilled handling of peroxide. Peroxide is not one of the drugs grocers are legally entitled to sell, but some retailers have been selling this. The authorities have legal grounds for interfering, and prohibiting the stocking and selling of this product by grocers and general storekeepers.

Formaldehyde or formalin is another chemical which grocers and general storekeepers cannot legally handle. This is a poison, and the most pronounced objection against its handling by the unqualified vendor is that it is continually being sold in ordinary bottles, vinegar bottles, whiskey bottles, demijohns, etc. And there are many cases of serious, sometimes fatal, mistakes over the contents of the bottles which are left by their purchasers half empty after use for disinfecting or insecticide in outhouses. The grocer cannot be too careful in selling poisons whether within his legal rights, or unwittingly perhaps beyond them. All poisons should be properly labelled "POISON" and no poison should ever be put in a beverage bottle.

Extract of Cascara: Headache Powders

Extract of cascara is not a line which a grocer can sell legally. The general storekeepers and grocers endeavored during the framing of the Pharmacy Act to have this included for it is often asked for by the consumer. But as this particular drug is peculiarly subject to adulteration, and may be rendered very injurious to health through deterioration or adulteration which the general storekeeper could hardly be expected to detect, the authorities have not permitted the sale of extract of cascara by any but qualified chemists.

Aspirin, phenacetin and the so-called "headache powders" which contain these powerful drugs or similar drugs which act on the nervous system, and are very dangerous in excess, are all forbidden as merchandise to the grocer. Cantharides (the active ingredient of many hair-restores) is forbidden. Iodine, the disinfectant, creosote, and ether are not to be sold by any except the qualified dispenser.

Alcoholic Preparations

On the ground of their being poisonous, and on the ground of their being likely to lead to breach of the licensing laws, alcoholic preparations are to be most carefully watched by retailers to guard against costly infringements of the Prohibition Acts of the various provinces, and Dominion Acts against the sale of intoxicants. Wood alcohol is not on the list of articles in the nature of drugs and chemicals which grocers may handle legally. Its sale by any but qualified chemists is being frowned upon by the authorities. Perfumes which consist largely of spirits are likely to get their vendors into trouble with the licensing laws. The matter of adding flavoring extracts to the list is still under consideration in Ontario.

The Drug Department

General storekeepers on a great scale —the Eaton's and similar giants of the general store business—have drug departments. These are legal only by the fact that their proprietors have complied with the Act requiring them to form a limited liability company, and have two of its directors duly qualified chemists, and one of these directors the managing director of the drug department personally conducting the business. A general storekeeper, even if he were so inclined, could not legally run a drug department by just hiring a duly qualified druggist to take charge of it for him.

The principle to guide every grocer or general storekeeper in handling drugs is to avoid those preparations in the nature of drugs, alcoholic tinctures, and poisons which are clearly not included in the list provided which grocers may handle, and above all in handling the poisons to take infinite precautions against their mishandling by the customers.

Highest Prices paid at all times for Farm Produce

E. E. Horner & Company

General Merchants

ASQUITH, SASK.

Dec. 10th, 1917

To the Editor.

Dear Sir,—

In your issue of Nov. 30th I note an article headed

Selling Sixteen Tons of Flour in a Week

Such a sale might do in the Little Towns Way Back East, but would not count for much in Saskatchewan.

I have a small cross roads store, 12 miles from a railroad, floor space 18x32; carry a stock of general merchandise, worth about $3500.00.

My invoices from the --------- Co. of ------ since Oct. 30th are:

Oct. 30th.....$4474.45
" 31st 1491.05
Nov. 3rd 2079.00
" 15th 1577.00

Made up of flour and feed as follows:

1608-98 lb sacks of flour weighing 155684 lb=78 tons
803-100 lb sacks of feed, " 80300 lb=40 tons

Every pound of this has been sold and delivered direct to the consumer, and if I had a flour customer to-day he would have to wait until the arrival of the next shipment.

Wake up, Quebec.

Very truly yours,

E. E. HORNER.

Can anyone beat this? It certainly looks like a record.

The Grocery Dept. a Vital Factor

How This Department Proves a Holding Force for Other Lines That Would Otherwise Suffer by the Ease of Access to the Larger Cities.

THE Taylor Brothers store, Burlington, Ont., is situated on the new Hamilton to Toronto Highway, within a comparatively short distance of the former city. It looks as though this store was stacked up against a pretty tough problem to hold its trade against the mail order house in these days when the little tin cars are as common as grasshoppers. Despite these facts, however, this store has managed to hold its own, and considerably more than hold its own during the past years. When asked how it was done Mr. Taylor had no elaborate theory to offer, it was mainly a matter of watching the business and keeping eternally after it and driving the sales in every department.

The store has a big grocery department and Mr. Taylor admitted that it took a lot of managing, more perhaps than he was justified in giving it in fairness to the other departments, but he had found out that under present conditions the grocery department was one of the vital factors in the general store. "You don't see as much of the farmer as you used to," said Mr. Taylor. "He has a car and he doesn't drop in and hang around as in former days. He goes more to the city than he used to partially of course to buy things, but to a considerable extent also because it is in the nature of an outing, and consequently the pull is all the more keen. Groceries, however, are a line that have a tendency to hold customers. Given equal service they would rather deal at the same store." This is a fact that Mr. Taylor has noticed. "We couldn't afford to do without this department," he states, "not only because of the falling off in business that would be entailed by its absence, but also because without this anchoring force we would very probably lose much of the trade in our other lines. People do drop in naturally to buy groceries day after day, and to get these they must pass through the other departments, and so we are given an opportunity to sell them that we might not otherwise have. People who are in the habit of going to town are more likely to consider buying their dry goods and notions, and the men their requirements at the city stores than they would of buying their groceries. The grocery department it would seem is the holding point for the store.

The Taylor Brothers' store is a large brick structure with all departments on the same floor. The door that opens into the store gives the customer at once a glimpse of all the departments.

The central part of the store to the front is given over to a well stocked dry goods and notion department. On the left hand side is a men's wear department with attractive fixtures for displaying hats and ties and collars and other lines. A crockery department occupies the centre and rear of the store, while on the right side at the rear occupying a goodly share of the whole store's space is the grocery department equipped with modern bin fixtures and the most up-to-date equipment.

Making Each Unit Do Its Share

Every department in this store is made to do a certain amount of business. There is no effort to actually departmentalize the store, in as far as that means treating every department as though it were a separate business. There is this much to be said, however, that each department is known to do a certain amount of business daily. Cash registers in every department are used by the clerks of that department and of that department alone, so that at the end of the day it is only a matter of checking up these lists to know if the department is keeping up to its record. The record is the standard of other months, and other years; all this is known, and Mr. Taylor is quite aware of the fact that equal sales with former years will not do. There must be a very considerable improvement to break even with the years when prices had not reached their present height; this too has been successfully achieved.

The store is a good example of what good service can do toward holding a business despite the inroads of the mail order house.

Mr. Taylor is a very ardent advocate of the recently inaugurated co-operative delivery. It was becoming an absolute necessity with them, he stated, and though it did not mean any great economy, in one way it assured a better service, and saved an enormous amount of worry. They believed in it so much that Mr. Taylor stated that they would never go back to the old system; if the scheme could not for any reason be successfully worked they would take the matter up themselves and model their own delivery on co-operative methods.

Wholesale Fruit Merchants to be Licensed

Efforts Directed Toward Stopping Speculation That Food Controller Believes Exists—Terms Under Which Licenses Will be Granted.

BY order of the Food Controller, on and after Feb. 1, 1918, no person or firm dealing, wholesale, in fresh fruits or fresh vegetables, either at producing points or in distributing centres, will be permitted to operate without a license from the Food Controller's office. Any attempt at speculation, or the taking of undue profits by any license-holder, may result in the immediate suspension or cancellation of such license.

The reason for licensing this activity is to see that all speculation shall be eliminated, and that less costly methods may be arrived at. The terms under which licenses will be granted are as follows:

(1) No license-holder shall charge more than a reasonable profit or commission or make any contract for future delivery or store in order to acquire speculative profits from a rising market.

(2) No license-holder shall sell to any other license-holder of a like class and division except on a split profit or split commission, and only one such sale of the goods may be made.

(3) No holder of a broker's license shall charge any brokerage or commission on goods shipped to him for sale, if such goods are transferred by him to any wholesale commission merchant to be sold on commission.

(4) No holder of a commission packer's or a wholesale commission merchant's license shall sell to himself any goods received by him to be sold on commission.

(5) Every license-holder shall keep such books, invoices, vouchers and other papers and records as will enable the Food Controller, or any person by him thereto authorized, to verify any report or statement that such license-holder is required to make to the Food Controller.

A DEFINITION

Extravagance
Is the inability
To regard things
As expensive on pay day
As they are
When you're broke.
—Little Rock Gazette.

Donald J. Gillies has turned over his grocery store in Cornwall, Ont., to his son, D. Stewart Gillies, and has moved to Montreal where he is commencing a grocery store at 68 St. Viateur St. Mr. Gillies has been a constant reader of CANADIAN GROCER for twenty-six years.

Points of View on Premiums

The Food Controller's Latest Regulations as to Cereals in Packages Suggest Important Aspects of the Premium, Coupon, and Prize Contest Principle as Applied to Package Goods, and Now to be Banned—What Various Experienced Men Think About It.

NEW regulations by the Food Controller while permitting the manufacture under license of cereal foods, and their packing in containers of less than twenty pounds capacity provide against the inclusion of premiums, prizes, coupons or other inducements to purchase. There are differences betwixt the three special forms of inducement specified, and the phrase "other inducements to purchase" covers a very wide field (even including advertising as a matter of fact). Opinions of several leading minds on the subject are interesting.

Opposite Views On Premiums

A prominent Toronto retail grocer, Henry Swan, of King Street East, quite positively expressed himself against the principle of premiums given with merchandise. "They are a thing which ought to be done away with," he said.

T. J. Medland, on the other hand, though giving his opinion right offhand, was inclined to think premiums "all right within ordinary business limits."

Between these two views there is room for a lot of discussion, and in a conversation with C. E. Stone of Michie & Co., Toronto, CANADIAN GROCER gained further impressions of the retailers' point of view in regards to premiums.

Mr. Stone spoke as a theorist on the subject, his firm not being practically interested in the premium as a means of inducing people to buy goods. But he pointed out the essential consideration that the inducement in the form of a premium, unless just an introductory inducement for exceptional goods, vanishes with the abandonment of the premium gift. This is an objection to premiums from the point of view of retailers who wish to handle lines which are valued by consumers for their quality and bring repeat orders on that basis.

Premiums, Coupons, Prizes Analyzed

W. Baker, sales-manager of the Chisholm Milling Co., went into the subject of premiums, prizes, and coupons exhaustively from a wide experience.

"I am much opposed to premiums," he said, "I am opposed to them on principle. First, in the giving of any premium with any sort of goods the price of the premium must be included in the cost of the article. Call the expense what you will, advertising, sales promotion, anything of that sort, it amounts to the same thing, and the consumer pays for the premium.

"Second, it lowers the standard of dignity of the article inasmuch as it leaves an opening to the people to think that they must be bribed to buy that article—and after all it is only bribery. An article which won't sell itself without a premium should certainly be excluded from the markets at the present time. Food value of cereals sold is far more important than premiums, and all important at present."

There Are Coupons and Coupons

Mr. Baker noted the difference between coupons and premiums, expressing himself as opposed to the principle of the coupon enclosed in or to be clipped from a package, and collected with others of the same until enough are obtained to secure a premium gift. This is simply the premium principle only slower in process than the placing of a gift inside a cereal container. But there is a form of coupon which is not objectionable in fact or in principle to Mr. Baker. This is the form of coupon which is given with advertising matter and by offering a slight inducement to purchase a line of goods secures for the goods a trial order. (In the opinion of Mr. Stone, previously quoted, the merits of this aspect of the premium idea are mentioned). But the essential point to be noted is that only one benefit, the opportunity to try the goods at a reduced cost, or at cost plus a premium, is admissible with real advantage. If the advantage can be gained over and over again, then the goods are not selling themselves upon merit.

Free Deals Obnoxious

In Mr. Baker's view, more obnoxious, perhaps, than even the premium idea is the idea of free deals—the giving of an extra case of some line of goods to the grocer in consideration of his ordering so many cases or some such deal. "Where such inducements are offered," said Mr. Baker, "you will find as a rule that the goods concerned are not ready sellers. It is better to buy one case and turn it over regularly than to buy five cases and have them stay on the shelves. The retailer's profit is not made until the last case is sold. Goods that are selling in these days are far behind in deliveries to the stores: what would be the sense in offering free deals with such conditions existing?"

Prize Competitions

On the subject of prize competitions Mr. Baker had some approval to express for the form of contest based on the food value of a particular package cereal. Development charts enclosed in the packages made it easy for mothers to measure their children's growth, and see the best developed children nourished by the food stuff providing the opportunity prizes were periodically offered. This is an American idea, and it bases its appeal on food value, not on the value of the prize. As an inducement to purchase a food stuff Mr. Baker holds it to be right in principle, and effective as a sales stimulant in a right and beneficial way both to consumer and to manufacturer. It exacts perfection in the product otherwise such a contest could not be held. And the purchaser pays for food value principally not for the prize. Also the non-contestant paying precisely the same for the goods secures precisely the same benefits in food value as the prize-winner. But in the present juncture Mr. Baker would not favor the carrying on of such a contest in the Dominion, though it is being done in the States, the idea of not having it being of course with a view to food conservation.

Advertising Reduces Cost

That there is a tendency in Canada and the United States towards the curtailment of advertising with a view to economising foodstuffs such as wheat, Mr. Baker mentioned. But he argued that advertising is not an additional charge on food products as may be at first imagined, but really a labor saving factor. "Advertising is labor-saving machinery reducing expense of advertised products to the consumer," declared Mr. Baker. In proof of his contention he suggested this example. It would cost a single consumer from $30,000 to $40,000 to have one package of a certain cereal product prepared for his exclusive use. If from 30,000 to 40,000 people can be induced to buy each a package the cost of each package will fall away below even a dollar because labor-saving machinery would be employed on an immense scale to secure the production. The effective factor to secure a demand of from 30,000 to 40,000 for any particular product is advertising. Therefore advertising is part of the labor-saving machinery by which cost of a food stuff is reduced to the consumer.

Incidentally the same idea in a different way was brought out by Mr. Stone of Michie & Co. who pointed out that the big stores and big distributing centres for merchandise are sometimes erroneously blamed for keeping "up" prices, while as a matter of fact it is to the big centres of distribution that the individual consumer invariably turns when he wants goods cheaper. The consumer comes down town to the centres of business to buy cheap. The advertising of big stores operates in the way Mr. Baker's argument indicates.

In regard to premiums Mr. Brooke, of the White Swan Co., Toronto, said briefly, "If these are to be done away with, we are just as pleased. We have had a system of coupons, a certain number of which entitled the holder to a piece of silver-ware. We estimated the cost of the premium at about a cent a package of the product, allowing for a percentage of the coupons being redeemed, and as a matter of fact only a very

small percentage of these coupons is redeemed in any case. Custom has kept the coupon system alive, and in ordinary circumstances we should not have adhered to it. Under the present circumstances we are just as pleased to drop it."

George A. Macdonald, the sales manager of the Quaker Oats Company, Peterborough, is heartily in accord with the prohibition of premiums, though his company will be one of those affected. Mr. Macdonald says: "While the consumer has always received good value on any coupon offer we have made or in any premiums that we have given, we feel that the marketing of any sound product is better done if not linked up with a coupon or premium offer. Furthermore, in these days when it is a hard matter to accumulate stocks and to keep stocks up on all items, it is to the interest of the manufacturer to keep his lines of stock down to the necessary minimum, and the elimination of premiums and coupons at this time in connection with the marketing of cereals in packages is, therefore, a welcome elimination to-day."

An official of the Robin Hood Mills, Montreal, when approached for an opinion on the same subject, also stated that as far as they were concerned they were glad to see the system done away with. The premium idea calls for more help to handle the correspondence and the incidental work entailed. If everyone is treated alike it is their opinion that the move is one in the right direction.

NO NEW ZEALAND BUTTER FOR CANADA.

There will be no New Zealand butter to reach Canada this winter, the British Government having contracted for all the surplus butter at a price of about 35c. a pound. It is said that there will be 15,000 tons for export.

Margarine Released for Canadian Trade

Seventy-five Thousand Pounds Made Available, with Probably More to Follow—United States Proposes Change in Restriction Against Colored Margarine—Proposes That All Margarine be Taxed Alike.

MARGARINE is at last on a sound footing, not only are two Canadian firms busily engaged in manufacturing the product, but the embargo that was preventing the importation of American made goods has at last been removed. Mr. Hoover has issued an order to the war trade board releasing 75,000 pounds of the product. This ought to last for some little time, and there is little doubt but that before this supply runs out there will be an enlargement of this license to cover the natural requirements for the product. Early reports of the product indicate that it has been given a very hearty welcome in all places where it was available, and there is little doubt that a substantial trade will be built up in the product.

In connection with the Canadian regulations as to margarine, which must be sold in its uncolored state without any coloring matter being sold with it, it is interesting to note that the United States authorities are considering the removal of the prohibitive 10 cents a pound tax on all colored margarine in favor of a more evenly imposed tax. This certainly seems a more reasonable viewpoint, for there can surely be no great wrong in coloring margarine that does not exist in coloring butter. As it is unlawful to sell margarine out of the original package, on which the word "Margarine" must be plainly displayed, it is difficult to see what useful effect this restriction can possibly have, while it certainly appears like an unjustifiable discrimination against the product. The Internal Revenue Department of the United States in referring to this matter reports as follows.

"At this time of urgent need of increased revenue and of conservation of food supply, especially the fats, made necessary by the war, attention is invited to the wisdom and desirability of a revision of the oleomargarine law to impose a flat tax of a nominal rate on the product. During the year covered by the report, 225,158,000 pounds of uncolored oleomargarine was produced, taxable at ¼ of a cent a pound, and 8,000,000 pounds of colored material, based at 10 cents."

The proposal is that instead of this exorbitant tax on a comparatively small item in the total sales that a uniform tax of 2 cents a pound on white and colored margarine alike should be imposed. This appears to be the first step toward putting the product on the plane where it belongs.

Co-operative Delivery Strongly Urged

United States Council of National Defence Urges Adoption of One Daily Delivery in Cities and Co-operative Delivery in Smaller Towns—Results Show Saving.

ACTUAL results of the investigations of co-operative systems undertaken by the National Council of Defence of the United States show that the move has been effective. One store, for instance, has saved 24 out of 167 men by adopting the recommendations; another 2 out of 9, another 12 out of 56, another 6 out of 42, another 2 out of 3, and so on.

The savings from co-operative delivery systems claimed to be even greater. An agent of the board has made a careful, first-hand study of twenty-one of these systems. They require a total of 207 men, as compared with 659 men required for the individual systems replaced—a saving of 452 men, or 68 per cent.—and the service to the customer is practically everywhere as good as it was before, and in some places better.

It is now plain that in these two ways—by co-operative systems in the smaller communities and one delivery a day throughout the country—more than 150,000 men can be released to meet the increasing need of workers in agriculture, shipbuilding, munitions making, mining, railroading and the other vital work.

One regular delivery a day as a maximum for retail stores throughout the United States. and co-operative delivery systems in all the smaller cities and towns, are now direct objectives of the delivery campaign started some time ago by the Commercial Economy Board of the Council of National Defense.

Except in five or six states, the campaign up to this time has been carried on largely through correspondence and conferences. The board's recommendations have been adopted as a whole or in part in cities with a total population of approximately 16 millions, and as a result at least 15,000 men called for war service have not had to be replaced from the limited labor supply available for the essential industries. All this, however, has been preliminary. Agents of the state councils and other representatives of the board are now to go over the country town by town and press for the adoption of the entire programme.

U. S. COTTONSEED OIL FOR CANADA

Arrangements have been made between the U. S. food administration and the food controller of Canada, whereby cotton seed oil and its products may move into Canada for local Canadian consumption. As Canada raises sufficient hogs for its own use, port hog licenses will not be granted for an indefinite period.

The U. S. food administration proposes to see that Canada is supplied with certain food necessaries for its own people, but no more.

J. S. Smith, grocer, Elgin, has been succeeded by J. C. Pennock.

The Grocery Department of the Robinson, McBean Co., Ltd., Moose Jaw, Sask.

Licensing Food Distributors

Particulars of the Package Cereal Licenses as Applied to Manufacturers of These Lines—The Simple Side and the Complicated Side in Licensing the Various Food Distributors Discussed.

LICENSING of food distributors under the new regulations formulated by the Food Controller is a subject for the consideration of every retailer interested. In many cities retailers have to obtain trades licenses issued by the municipality, and those who have experience of this form of local licensing will probably regard the greater plan without concern. For any who may regard the suggestion of having to be licensed to do business as vexatious the fact that important opinions are more or less agreed that the system proposed will be very lightly applied is reassuring. It is generally thought that all the Food Controller desires to reach is a systematic method of keeping tab on the distribution of foods, and a clear list of license holders to whom the necessary notices regarding food conservation may be sent with certainty from time to time. This should meet with the support of food distributors throughout the Dominion.

Difficulties May Be Department's

If there are any difficulties over the licensing of food distributors the probabilities are that the difficulties will not be those of the distributors, but of the Food Controller's department. Mr. Henry Swan, Toronto, a grocer of long experience, touched on some of the possible problems in a talk with CANADIAN GROCER on the subject.

"First of all" he said "There is no real objection to the licensing of retail grocers. That is fairly plain.

"I see from this article in CANADIAN GROCER that all existing dealers are to get licenses, but the new regulations may make it harder for a new man to get into the grocery business. Well, I don't think it should be made more difficult for new men to get into the business. That is how trade is carried on, how business grows, the new men who come in bring new blood, new energy, new ideas.

Experience and Capital

"It is suggested that only men of experience and with say $1,000 capital may be allowed to open new stores. Well, again I feel that there should be no restrictions of that kind. If a man has no experience he will gain experience. It will cost him something, but if a man is ready to make his start with either ten cents or ten millions he should be free to make his start. Many a great business has grown from tiny capital. It is absurd to restrict a man's start on a capital basis.

"There is nothing difficult or controversial about the printing of license numbers on stationery or the charging of a nominal license fee, and of course wholesale grocers and manufacturers will expect to be licensed, and can be licensed. But as to the clear definition of the status of wholesaler, retailer, and manufacturer, that is a difficult matter for the Food Controller to tackle. I am afraid he is attacking a perfectly impossible problem. So many are both wholesaler and manufacturer; so many are again both wholesaler and retailer; some are all three. How can these be defined clearly?

"But, as I said at first, there is no real objection to the licensing of all retail grocers."

A Matter of "More" and "Less"

"Under the present war conditions" said Mr. Stone of Michie & Co., Toronto, "I am quite sure that the licensing of food distributors throughout the Dominion will be advantageous to the cause of the armies and the Allies, but apart from war considerations I would say that briefly, the less a government has to do with competitive business the better, and conversely the more a government has to do with monopolistic business the better. Where there is free competition and any one can freely enter the business and compete competition itself will keep things right from the public point

(Continued on page 34)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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Vol. XXXI. TORONTO, DECEMBER 21, 1917 No. 51

THAT CHRISTMAS WINDOW

DON'T forget this important matter. CANADIAN GROCER's contest is almost closed. Be sure and get that attractive window of yours photographed and have it sent in at once.

THE PROPOSED REGULATIONS

THE announcement appearing in this issue regarding the proposed regulations to govern the food handling activities demonstrates how fully this matter has been considered. It demonstrates moreover that the framers of these regulations were not considering the matter from any selfish standpoint, but with a clear vision of the great needs of the moment, and of the ways in which certain remedial measures might be used to serve these needs. There are items in these proposals that may seem severe, that may be expected to bear somewhat hardly in places and on certain people, but in the main they are wise and thoughtful and likely to be of great help in a time when help from all sources is urgently needed.

We believe that the trade as a whole will give their full endorsation to these measures, and it is to be earnestly hoped that this is only a forerunner of similar changes in many other branches of trade.

A CURIOUS ARGUMENT

IN one of its recent tirades the Toronto *Globe,* in mourning over the hard fate of the working man, remarks: "What they have gained through steady employment and higher wages has been neutralized by the high cost of living." Surely the *Globe* is losing its perspective in its eager special pleading. What is it that gives the honest working man his steady employment and high wages? Why simply the fact of course that manufactured products are worth more money than formerly and that therefore the manufacturer is able to pay more. It is impossible, despite the *Globe's* contention, to have high wages and steady employment, and cheap products. The one thing destroys the other.

ANOTHER PROPOSED CURTAILMENT.

THE United States railroad war board have recommended to the government that rail transportation be denied to more than 500 non-essential commodities. The extraordinary volume of the freight and passenger traffic incident to war preparations has made some such action necessary.

Such legislation as this if actually put in operation would have a material effect on Canadian trade, as a goodly portion of our goods come to us over American railways. It is but an indication of what demands the war may yet make on the industries of the country.

THE WINDOW AND CONSERVATION

A RATHER striking demonstration of the selling power of the grocery window appears in a letter addressed to the English grocery trade from Sir Arthur Yapp, Director of Food Economy. In part it says:

"Letters reach me by every post pointing out that until the display of food before the public is stopped they will never fully realize that there is any scarcity.

"I therefore appeal most earnestly to the grocery trade to avoid anything in the nature of a display, *particularly at Christmas time,* which may give the impression of abundance. The difficulty of obtaining supplies is realized by grocers, and a great reduction in window display will enable the consumers also to understand the shortage of supplies and therefore the necessity for reducing their demands. As many of the best grocers are aware, a crowded window does not necessarily provide the most attractive advertisement—often quite otherwise."

There can be no question in the face of this appeal that the window is an influencing force in sales.

USE THE MEGAPHONE

UNDER this striking caption the Owen Sound *Advertiser* points the argument that the best way to meet the Mail Order House Competition is to use the same methods that these stores are using, viz., advertising. Here are a few of the arguments used:—

"Did you ever hear a man talking through a

megaphone? A person talking to a crowd can make himself heard within a small radius. If he uses a megaphone he can make himself heard over a large radius. But only those in front of the megaphone can hear; and to reach all the crowd he must turn the megaphone in different directions. A newspaper is like a megaphone; it carries the message entrusted to its columns, but only in certain directions; and to reach all the crowd the man who has a message must move his megaphone—must use all the papers in the territory he wants to reach.

"And the merchants of Owen Sound have a message worth sending out. In many lines they can undersell the departmentals; but the trouble is that they, or a great many of them, are not using the megaphone or not using it properly.

"The hollerer—he who puts a sign over his place of business—gets some business; the user of a fixed megaphone—the single paper advertiser—gets a bigger share; but the biggest share can come only to him who swings the megaphone in different directions—who uses all the newspapers in his territory and thus makes sure of covering it all."

This newspaper is only tooting its own horn say some merchants, certainly, it is doing the very thing it is urging, but, moreover, it is absolutely right. Follow the mail order campaign and see just how much of its success is built up on advertising.

THE DAWNING LIGHT

THE public press as a whole has done more than any other single agency to complicate the food situation in the months since the war. Their unfounded charges based on lack of knowledge have made the public see fraud and hoarding and profiteering in every activity of modern business, therefore, it is with pleasure that we quote the following from the New York *Evening Sun,* one of the best informed and most influential American newspapers. It is indicative that a broader understanding and a wiser activity are yet possible.

"Every one is in earnest in the cause of food conservation—every one except perhaps the very frivolous, who are very few in number. Men and women generally are practising economies large and small of their own volition, or are accepting cheerfully those imposed upon them from without. The country is virtually a unit. Every one is eager to help preserve the American standard of living and to relieve the needs of our allies through prevention of waste and acceleration of production.

"Per contra, every one hopes that prices will presently be tempered to him through gradual easing of the market situation. As yet nothing has been cheapened through the agitation and dictation which radiates from Mr. Hoover, and, indeed, one or two commodities, as for instance sugar, have become so scarce that only rainbow chasers think or speak of low prices. But the people continue to hope that in the long run some wool will result from all the cry, and that presently, when the panic talk wears out, sanity will prevail once more, some attention will be given to the distribution of supplies in accordance with needs and so prices will fall to a rational level.

In the meantime it is dawning upon a large section of the public, the portion who think, that after all the real experts—the men who have spent their lives in the food trades—were right. It is becoming more and more plain that natural laws do govern the markets for natural products and that it is futile if not injurious to endeavor to control or divert their operation. There has been to date a great deal of sensationalism with respect to the food situation; there is still a great deal of it, but nobody can indicate in any tangible way any good attributable to it.

"Their is indeed a strange inconsistency in some of the agitation that has been done with more or less official sanction. The main principle of the campaign is, as it should be, economy, conservation of food. This means, surely, the reduction of the immediate consumption and the reservation of all the food possible for future needs as they develop with the changes of the seasons and the natural fluctuations in production. It is, therefore, a trifle disconcerting to find that in official language storing at once becomes hoarding—odious word—the preservation of food against an inevitable period of shortage is denounced to the public as profiteering and the owners of the reserved supply are held up to scorn as conspirators and traitors to the country.

"In the resulting hubbub of strong language, all the essential conditions of business are ignored. It is forgotten that conservation involves capital investment which demands a fair return; it involves the rent of storage space, the cost of cooling, an extra handling of the goods, prolonged overhead charges. It is forgotten that the man who stores and so conserves takes all the risks of the market and, granting that in some years he makes a good round profit, in others he nets a staggering loss. Your perfect Hooverian—not Mr. Hoover, himself, of course, but his foolish disciple—seems to think that in good years traders must be content with minimum profits but must stand all the loss in bad ones.

"It is to be hoped that from now on the food drive will take a more moderate tone. Less sensational alarms, which help the profiteers—generally the retailers—would be welcome. Fewer threats might check the uneasiness which is now actually curtailing business activity. Less superfluous sleuthing and muck-raking, less unproductive employment of able-bodied men and women, who might be engaged in wealth producing industry, might be advisable. We have had our food cyclone. Is it not time for a period of calm?"

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By Robt. T. W. Edwards

Fig. 1.—

THIS month we are showing what we believe to be something out of the ordinary. This is a combination lesson and one by which you should be greatly benefited if you set out to master both the ideas and the new letter formation.

This lesson is a combination one in this way. First an entirely new alphabet is used—something quite different to anything we have previously shown and which to the best of our knowledge has never before been used for show card purposes; second, we show how to produce real snappy Christmas show cards by using transparent water colors over a pen and ink drawing. This is a feature which we have used before but are showing again with some new ideas; and third, it is shown how to make attractive show cards by combining the air brush work with the ordinary brush work. Altogether you should derive great benefit from this lesson. It is a timely one and you will have a good opportunity of putting it into practice at once.

We will first briefly review the past few lessons. We have endeavored to give our readers something different in each lesson this year. A new formation of letters was shown in each lesson as well as some new ideas which would be of help to the cardwriter. In the last few lessons we have taken up the use of the air brush for decorating show cards and so far only the simplest work has been illustrated, but as we continue you may expect something more complicated. Of course to do the latter work you must possess an air brush outfit such as we illustrated some months ago. It is rather expensive but the work is very interesting and will be a considerable help to you in decorating your window backgrounds, etc. But whether you are the owner of an air brush or not you will find many helpful hints in these lessons.

Now to get back to this month's lesson you will note that many of the letter formations in the alphabet resemble to a certain extent some of those shown previously. This is unavoidable but you will note a certain characteristic which is followed out all the way through and which gives them a distinctive appearance not possessed by ordinary type. There is something original about it. Outside of the originality of this letter formation is its practical side. It is entirely of single stroke construction and

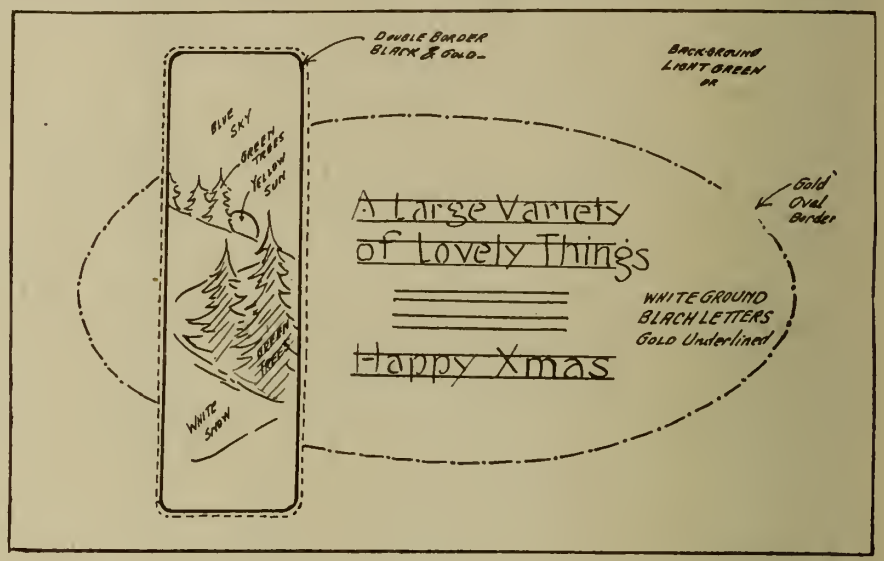
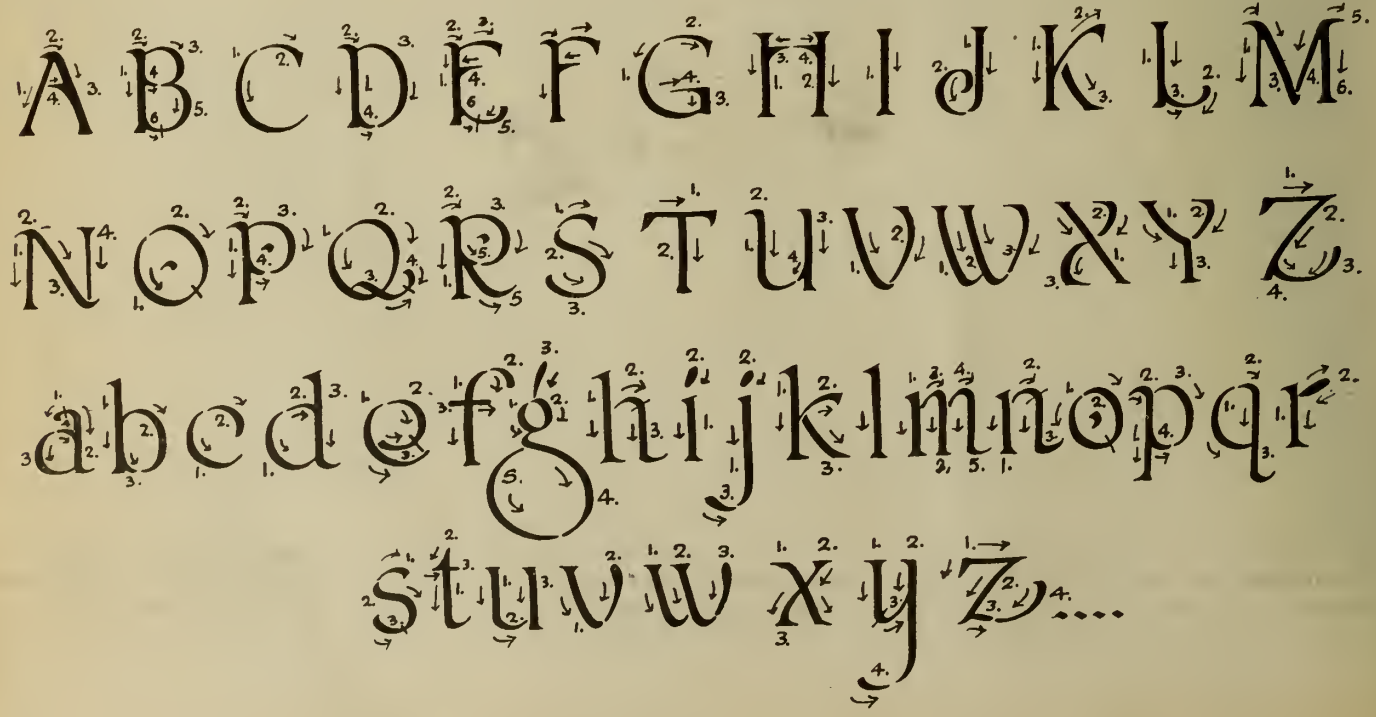


Fig. 2.



can be made either with the round writing pen or the chisel-pointed red sable brush. As the principle of the pen and brush are practically the same, except that the former is more rigid to work with than the latter, and those principles have been delved into so many times in previous lessons, we will leave you to make out its formation for yourselves. It is all quite simple. Draw the strokes in the direction in which the little arrows are pointing and make them in the order in which they are numbered and you should have no difficulty whatever. The main thing is practice.

The second feature is one at which all cardwriters are expected to show what they can do—that is the making of fancy Christmas cards entirely by hand. You may remember that a year ago we gave instructions along similar lines but here are some new ideas that will help you out in making fancy Christmas cards.

A summary glance at the completed cards reproduced here may give you the impression that there is a great deal of work attached to the making of them, but when you take the work step by step it is much easier than one would at first anticipate. Follow the detailed explanation of each card and you will have little trouble.

Some of these cards are original though many of them are copies. All can be done just as well and just as easily, but we find it is best to have some little sketch to get the idea from, so look up your last year's collection of Christmas ideas that all cardwriters should have and you will find many things that will give you inspiration and which can be easily sketched out on a card.

Before proceeding to make cards see that you possess all the necessary materials—white cardboard, black waterproof ink, drawing pen (stub preferred), a sheet of carbon paper, and a set of transparent colors. If you have a lot of coloring to do it is advisable to get a jar of air brush ink of each color required. These inks are transparent and they can be mixed with water or mixed together to produce any shade required. For instance, to produce a light green take a small quantity of dark green and lighten it with yellow. You can get an excellent green for coloring holly leaves this way. Red, green, yellow, blue, and brown along with the black will produce all the required colors.

The most simple method of transfering a drawing to the card is by tracing it with the carbon paper between it and the cardboard. This will leave you an outline which can be retraced with the pen and black waterproof ink. After this

is dry color in with natural Christmas colors.

This method is clearly shown in Fig. I. This is a pen drawing after the tracing is made and the black ink has been applied. This is now ready to be colored. Card "A" shows this same design used on an 11-in. by 14-in. card all colored in the natural colors ready to be put on display. A bright scarlet color should be used for the flower. Card "B" shows a combination of "paste on" and drawn design. The scenery is pasted on and retouched and the holly around it is a pen drawing colored with natural holly colors. This sort of a card is an easy one to make providing you have the little winter scenes in stock. They can be obtained from postcards, etc.

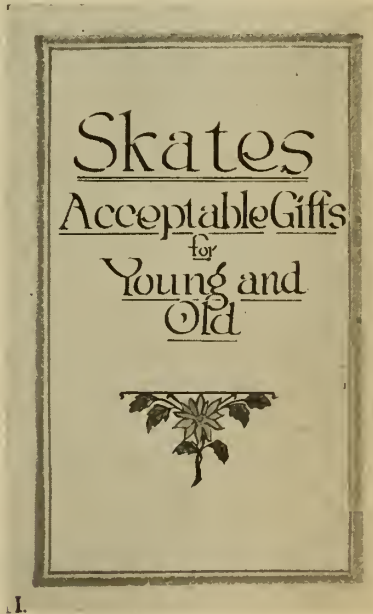
Card "C" is a very appropriate one for a toy display. The "Jack-in-the-box" is one of the oldest child's toys and is very effective in drawing the kiddies' attention to the window.

The three small Christmas cards show some very effective cards which can be used on small showings or as individual tickets. "D" shows a card with a sprig of poinsettia design. This can be easily sketched on with a pencil and colored with the natural colors. It is not necessary to be as accurate with the small as with the larger ones.

Card "E" shows a design bringing in the old fashioned Christmas bell worked in with a couple of holly leaves. The bell can be given a light wash of yellow after the black ink is used for shading it.

"F" shows "Old Santa" in a very characteristic attitude. This drawing was gotten out of one of last year's newspapers and transferred on with the carbon paper method. These three cards are white, size 5½ by 7.

"G" shows an excellent card for use



in a Christmas furnishing window. It is the right shape and the layout and design is just enough to suit a men's furnishing window display. The pot

of poinsettia flowers is cut from a postal card and pasted on over a light green panel which has the tendency to make the "paste on" design stand out.

Card "H" gives you a suggestion of how to use a black background. The lettering and border is of pale green and the snow effect is put on last with white. This is simple work but effective.

You will note that we use here a square faced letter on account of it being better adapted to this particular kind of work.

Card "I" shows a Conventional Christmas design which makes a neat card.

Air Brush Work

Stencil cutting, as you read in another air brush lesson given recently, plays a great part in air brushed cards. It is in fact one of the most important branches of the work, being used in so many different ways. This lesson shows how stencils are used for making scenic and background work. Your attention is called to card "J" along with Fig. II., the latter being used as a guide to show the correct colors used on the card and where to place them.

First you need a stencil which will cover up all but the background of the card. That is, the oval and scenic panel must be covered. Spray this with a pale green. Next cut a stencil so as to just leave the sky exposed. This should be done in a light blue. The evergreen trees is the third and last part of the card that needs a stencil for its coloring. This one is more irregular but can easily be done with a sharp knife. The black outline of the drawing is done with a waterproof ink after the air brush work is completed. The sun can be put in either by air brush with the use of a stencil or can be painted on with an opaque color.

This is only one of the many scenic effects that can be made up with the aid of the air brush. It is a simple style of card to make because it can quite easily be changed so as to give it an entirely different appearance. Follow closely the directions and cut the stencils from heavy oiled Manila paper and you should have good results.

LICENSING FOOD DISTRIBUTORS

(Continued from page 29)

of view. I should want to show clearly that by a monopoly I do not mean a great business which draws many customers perhaps by its very greatness to the exclusion of smaller similar concerns, but strictly what are real monopolies, those which competitors cannot enter such as railways, water supplies, etc."

Licensing of Package Cereals

Licences are now required by manufacturers of package cereals put up in containers of less than 20 lbs. capacity. License fees from $10.00 up are to be charged. Wholesale and retail dealers will require to be licensed to sell these lines. Packages are to bear name and license number of the manufacturer, and their net weight. Prices charged for them must not exceed such an amount as will pay for cost of contents plus reasonable profit and cost of container. Containers have to be inexpensive. As noted in another article, no coupons or premiums are permitted.

Applications for these licenses must state in terms per pound, and also per package cost of finished product, cost of package, and cost of packing consignments of packages, etc., cost of advertising and selling, overhead cost exclusive of dividend, and cost of distribution, (i.e. transportation). To the total of the foregoing items must be added the net profit out of which dividend and war tax are payable, and the total then should give the net price of the product to the jobber. Further the manufacturers must state net price to jobber of each product for which he seeks license, net price from jobber to retailer, and net price from retailer to consumer.

Manufacturers' licenses for package cereals may be refused if cost of selling, packing and distribution is in Food Controller's view excessive in proportion to the value of the food contents of packing. Wheat based cereal products are licensed subject to cancellation at one month's notice, but a flour other than wheat flour may be substituted in that case if approved by the Food Controller from the point of view of the public interest.

Where Are Prices Going?

A Comparison of Prices on Standard Articles, That Gives Some Idea of Business Conditions and How Necessary it is for the Merchant to Judge His Business Accurately.

EVERYBODY realizes that the prices of most goods have increased since the outbreak of war but possibly few people realize to what an extent these increases have gone.

CANADIAN GROCER in response to an enquiry regarding the matter made some investigation into the prices previous to the war as compared with those existing at present. The results of this investigation were illuminating and are reproduced herewith. The first column shows the prices existing a month prior to the war, the second column prices six months later when the effects of war were beginning to have their effect, and the current prices. There is food for thought in these figures, not only for the unfortunate consumer, but for the merchant whose gross business, reckoned under this new scale of prices, bears but a far away relationship to the business of pre-war years.

	July 3 1914	Dec. 3 1914	Dec. 7 1917
Sugar, Extra Granulated, 100 lbs.	$4.45	$6.75	$9.00
Sugar, Yellow No. 3..	4.40	6.60	8.40
Tea, Choicest Japan..	40-50	40-50	43-50
Ceylon Broken Orange Pekoe	30-40	40-50	40-46
India Pekoe Souchong	19-20	-35	
Coffee—Bogotas	27-30	26-30	28-32
" Java	32-35	30-33	33-40
" Maracaito	25-26	22-25	23-24
" Mocha	30-32	29-31	34-37
" Rio	22-23	17-20	19-20
Molasses—Puncheons...	35	35	86
" Bbls.	32	41	89
" ½ bbls.	35	43	91
Rice—Rangoon B. per cwt.	2.90	3.50	7.80
Tapicoa, per lb.	4½-5	5½-6	15-16
Beans, hand picked per bushel	2.40-2.50	2.85	10.50
Beans, Canadian white	2.10	2.65	9.50
" Lima, per lb...	8½	8½	.20
Barley, pot	2.75-3.00	3.50	6.25-7.25
Flour, first patents...	5.60	6.70	11.60-11.80
Rolled Oats, 90-lb. bag	2.25	3.35	4.90-5.25
Hominy, 96-lb. bag	2.50	2.75	6.90-7.60
Fish—Halibut, per lb..	11	12	25-26
" Haddock, per lb..	4	5½	7½-8
" Salmon, per lb...	12	14	22-24
" Whitefish, per lb.	12	13	-15
" Dore, per lb.	12	9	15-16
Smoked Haddies	8	7½	15-16
Fruit—Oranges	3.50	5.00	4.75-5.50
" Lemons	5.50	3.50	6.50-7.00
" Bananas	2.00-2.50	2.00	2.75-3.50
Vegetables—			
Potatoes, bag	1.30-1.50	70-75	2.00-2.25
Turnips, bag	1.00	40	75-90
Onions, 75-lb. bag..		1.50	2.00-2.25
Carrots, bag		65	90-1.00
Beets, bag		35-40	50
Cabbage, doz.			
Produce—			
Hams, per lb.	18-19	17	29-31
Bacon	17-18	19-20	38-42
Cooked ham	27	25	42-44
Pure lard, tierces	13	12½	28-28¾
Dressed hogs	12.75-13.00	11.50-11.75	24.00-26.00
Eggs, new-laid	27	50	60-65
Butter, creamery....	25½-26	29-30	44½-45
Cheese, new	14½-15	16-17	22½-23
Honey, 5 and 10 lbs.	10-12½	10-12½	19½
Poultry—			
Spring chickens	25	10-13	28
Turkeys	23	14-15	24-27
Ducks	18-19	11-13	17-21
Geese	15-16	10-12	14-21

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

B. J. Donovan is representing the Wm. Davies Company of Toronto at the scene of the recent explosion disaster in Halifax.

Quebec

A. Mass & Co., provisions, Montreal, has dissolved.

J. A. Lachapelle, grocer, Montreal has sold out.

Smalls, Ltd., Montreal, manufacturers of maple syrups, etc., incorporated, Feb. 1917, has been registered.

C. D. Buck, representative of Robin Hood Mills in Pictou, Nova Scotia, was a Montreal visitor during the past week.

The Robin Hood Mills of Montreal shipped a carload of flour to the committee in charge of relief operations at Halifax.

Mr. Harper R. Gray, joint manager of Gunn, Langlois & Co., Montreal, produce and provision merchants, is confined to his home. Mr. Gray hopes to be at his desk in a few days.

Subscriptions to the special fund for Halifax sufferers, as opened by the Dominion Fisheries Association, are coming in well, and there is a very generous response,—better than was anticipated.

W. J. McCearney, for the past twenty-three years representative of Kearney Bros., tea importers, Montreal, and one of the best known travellers in Ontario, died at his home in Merrickville, Ontario, last week. He was buried at Merrickville on Saturday.

Rosenberg Bros. & Co., the dried fruit operators of California, who for the past five years have been affiliated with the Associated Raisin Corporation, have given notice that their contract expires in 1918. They further state that they will not renew this and that thereafter they will be independent factors in the raisin business.

Ontario

M. Nolan, grocer, Kingston, has sold out.

M. Wengier, grocer, Ft. William, has discontinued.

Chas. W. Schaefer, grocer, New Hamburg, is dead.

C. H. Keys, general store, Oak Ridges, Ont., has sold out.

Armour & Co., wholesale meats, Hamilton, suffered fire loss.

C. Moreland, grocer, Ottawa, suffered loss by smoke and water.

Misses F. and L. Levack, grocers, Pt. Arthur, are out of business.

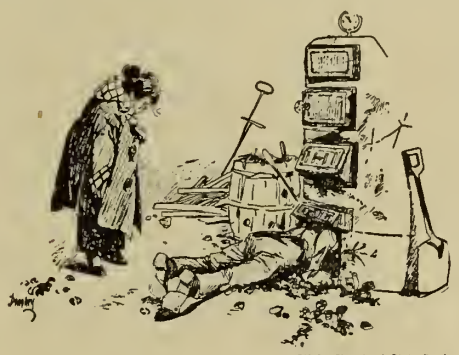
Hanson & Peppler, general store, Tavistock, succeeded by Peppler Bros.

Mundus Margarine Co. of Canada, Ltd., has been incorporated at Toronto.

W. M. Wright, sales-manager of the cereal department of the Ralston Purina Co., St. Louis, Mo., visited the office of the Chisholm Milling Co., Toronto, last week.

Central market hall, Hamilton, was recently destroyed by fire. Loss is estimated at $85,000. The building was constructed in 1886 but was repaired last year. The fire was one of the most spectacular blazes yet seen in Hamilton.

W. R. Drynan of the Dominion Canners was a speaker at the recent meeting of the New York State Canners' Association, held at Rochester, N.Y. Mr. Drynan outlined some of the difficulties that Canada had faced during the past year, and how these difficulties had been wet.



DONAHEY in Cleveland Plain Dealer

"Dearie, did you roll up your cuffs?"

J. A. Ruddick, Dairy and Cold Storage Commissioner, has been invited to act on a Commission for the Refrigeration of Food, which is being organized in the United States. The Commission is to work in co-operation with the Food Administration in Washington. The Minister of Agriculture has authorized Mr. Ruddick to act on this Commission, so far as his other duties will permit.

The Harris Abattoir Co., West Toronto, held a Christmas display of their meats on Saturday, Monday and Tuesday last. They made arrangements to meet the street cars at the corner of Dundas and Keele streets with motor cars to take the visitors out to their plant on St. Clair Ave. The exhibit included a large number of dressed carcasses hanging from the ceiling of the Exhibit Room with a number of special booths showing their finished products such as cured and cooked meats, lard, shortening, margarine, etc. There was also a guessing contest included in the programme, a fine looking mounted beef being the centre attraction in this connection. Many city people went out to see the attractive exhibit.

Western Provinces

J. A. Nolan, grocer, Calgary, has sold out.

R. R. Farrel, general store, Bressaylor, Sask., has sold out.

A. Lafreniere, general store, hafford, Sask., has sold out.

A. Schacter, general store, Loverna, Sask., has sold out.

Magus Bros., general store, Vonda, Sask., has sold out.

M. Bloomquist, general store, Kinley, Sask., has sold out.

K. O. Bratvold, grocer, Dina, Alta., has discontinued.

M. H. Harrison, grocer, Edmonton, has sold out.

G. H. Marks, general store, Champion, Alta., has sold out.

L. D. Sky, general store, Edmonton, has discontinued.

Western Packing Co., packers, Calgary, have dissolved.

P. K. Shatilla, general store, Zealandia, Sask., has sold out.

S. Shrestobetoff, general store, Buchanan, Sask., has sold out.

J. J. Crowe, general store, Gilbert Plains, has sold out.

J. J. Cote, general store, Lampman, Sask., has discontinued.

Minovitch & Solensak, grocers, Regina, Sask., have discontinued.

P. C. Duncan Co., Ltd., general store, Estevan, Sask., is negotiating sale.

Superb Trading Co., Ltd., Superb, Sask., has been incorporated.

J. B. Haegeman, grocer, Mariapolis, Man., succeeded by A. Buckert.

Sequin & Simpson, general store, Bromhead, Sask., have discontinued.

Scales & Carscadden, Virden, Manitoba, are retiring from business.

M. Keswick, grocer, St. James, Man., has been succeeded by F. Harding.

J. Huott, general store, Summerberry, Sask., has moved to Condie, Sask.

Lee & Nelson Co., Ltd., general store, Sceptre, Sask., has been incorporated.

Henry Black, organizer of the Prairie Biscuit and Confectionery Company, Regina, Sask., is a candidate for the mayoralty.

Brewster Trading Co., Ltd., Banff, Alta., general store, has sold his stock.

Minovitch & Solensak, grocers, Regina, have sold their North Annex branch.

James L. Turner, formerly senior partner in the firm of Turner-McKeand, which was among the first wholesale grocery firms of Winnipeg, died at the General Hospital yesterday, aged sixty-three years. The body was sent to Hamilton, Ont., for interment.

At a recent meeting of Brandon merchants it was almost unanimously decided to abolish the credit system on and after Dec. 1. The decision was reached by the grocers and butchers of the city,

the most of whom have given a wholehearted support to the new program. The change was inaugurated as a measure of saving during wartime.

J. L. Torry of J. L. Torry & Co., manufacturers' agents and wholesale grocery commission house, Vancouver, B.C., is in Eastern Canada on a business trip. He is making his headquarters in Toronto and has already visited centres in Eastern Ontario and Montreal. He will go to New York before returning to Vancouver. Mr. Torry points out that business conditions on the coast are splendid at the present time. Shipping from the port of Vancouver is exceedingly active and Vancouver docks are scarcely able to accommodate the arrivals. Mr. Torry will return to Vancouver about the end of the month. He was a visitor at the Toronto office, CANADIAN GROCER, one day last week.

ONLY ONE DELIVERY

Winnipeg R. M. A. Recommend a Single Delivery Per Day Over Each Route And No Special Deliveries

At a joint meeting of the Grocers' and Meat Dealers' Sections of the Winnipeg branch of the Retail Merchants' Association, held in the board room of the Industrial Bureau on Wednesday evening, December 12th, at 8 p.m., and presided over by A. E. White, manager of W. H. Stone Co., and chairman of the Grocers' Section, the following resolution was passed:

Whereas, we the members of the Grocers' and Meat Dealers' Sections of the Winnipeg branch of the Retail Merchants' Association of Canada, Inc., believe that the interests of the public would best be served by limiting deliveries to one delivery per day over each route;

Be it therefore resolved, that we recommend that a campaign of education be instituted by the Manitoba Food Committee, having for its object such a change, and that we give such committee every assistance possible in introducing a uniform and practical system in the City of Winnipeg.

During the discussion on the resolution many thought that the free delivery of small purchases should be restricted, that special deliveries should be discontinued, and some way should be found to overcome the abuse of the returned goods privilege.

R. B. Kilbourne, LL.B., addressed the meeting on the value of legislation secured through the efforts of the association, and outlined some of the amendments which will be given careful attention by the officers. He explained the way in which the Small Debts Court could be used.

W. E. Hawkins, manager of the insurance department, delivered a splendid address on "Fire Insurance and Its Relation to the Grocery Business." He stated that an inventory was most valuable in proving a loss. Other points were "proper condition of premises," "value of having policies examined by the insurance department of the association," "amount of insurance to carry." He explained fully the special accident and health insurance policy which had been secured for the members of the Manitoba Board of the Retail Merchants' Association, and why the members were able to make such a large saving. Many of the merchants present stated that they were carrying such a policy. Several stated that every member of the association should have one of these policies not only for themselves, but for their employees.

The executive officers asked for the hearty co-operation of the members so that the meetings would be made of the greatest possible value to everyone.

RICE GROWN FROM SEED 1,000 YEARS OLD

Rice has actually been grown from seed grains one thousand years old. The ancient rice grains were found inside a wooden image of Vaisravana in a little Buddhist temple in a remote village of Japan.

From the artistic style of the carving and traditions relating to the image it was estimated the seeds were 1,000 years old. They were planted and yielded a good crop.

"WHERE HAS THE SUGAR GONE?"

A frequent inquiry on the part of amateur investigators is, "Where has the sugar gone?" They point out that production in Cuba and the United States was about the same in 1917 as during the preceding year, that exports from this country were smaller, and ask accusingly what has become of this production.

Those who raise this question overlook three important factors affecting the present situation: The first is the decline in the world's production of sugar; the second is the exhaustion of the world's reserve stocks; the third is the world-wide lack of transportation facilities for commercial use.—American Grocer.

CANADIAN EXPORTS OF WHEAT DOUBLED SINCE THE REMOVAL OF TARIFF

The United States Department of Commerce reports that Canadian wheat is pouring into the United States duty free through every customs district on the northern border in largely increasing volume.

For the nine months ended with September, American imports from Canada were 21,490,269 bushels, over 14,000,000 of which came in free after April 16. This was the date on which Canada removed its import duty on wheat, which automatically let wheat enter the United States duty free. During these nine months wheat flour imports totaled 403,270 barrels, of which 297,000 came in free, against a total of 157,289 barrels in the same period of 1916, and hardly more than 90,000 in 1915.

U. S. GROCERS TO AID HOOVER

Food Control Department Calls on the Trade for Assistance

A committee of representative retail grocers from various sections of the country has been formed to co-operate with the United States Food Administration in carrying out its program. Mr. John H. Schaefer, President of the National Retail Grocers' Association, has been appointed as chairman, and he is now spending a portion of his time with the Food Administration in Washington.

Mr. Schaefer plans to visit retail grocer associations in all parts of the United States during the coming months. The personnel of the remaining members of the committee will be announced within a few days.

JAPAN'S ENORMOUS RICE CROP

Vice Consul Hitchcock, at Yokohama, gives the estimated total for this year's rice crop as 296,883,295 bushels. This exceeds last year's crop of 292,215,235 bushels by 4,668,060 bushels. The average annual crop is 265,121,340 bushels, which is 31,761,955 bushels less than the estimated crop for this year.

The figures for the average annual crop are based upon the statistics for the preceding seven years. Those of the year of the best crop and of the year of the worst crop in the period are rejected, and the average of the five other years constitutes the official "average annual crop."

The reports from every part of Japan are uniformly good, as the weather this year was exceptionally favorable at the critical times of sowing, transplanting and flowering, although a certain amount of damage must have been caused by the typhoon of September 30 and October 1.

SEND IT IN

If you have a bit of news,
Send it in.
Or a joke that will amuse,
Send it in.
A story that is true,
An incident that's new,
We want to hear from you!
Send it in.
Will your story make us laugh?
Send it in.
Send along a photograph,
Send it in.
Never mind about your style.
If it's only worth the while,
And will make the reader smile.
Send it in.

New Goods Department

The Potato Products Ltd., Woodstock, N.B., is putting on the market an evaporated potato uncooked, as well as cooked with turnip. This evaporated potato is soaked in water and fried for eating. The turnip and potato is for making soup.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AMONG the interesting price changes in grocery commodities during the week have been advances in laundry soaps, olives, olive oil, baking powders, mincemeat, cotton twine, certain lines of tobaccos and pickles. A decline has been recorded in Epsom salts. One of the Canadian refiners has also announced a decline of 20c per hundred in the price of sugar. New-crop Cuban raw sugars have commenced to arrive in the New York market and will in all probability increase in supply from this time forward. There is an embargo on the shipment of corn from the United States for all points east of Chicago. This will affect the manufacture of corn products, such as cornmeal, hominy, farina, cornstarch and corn syrup. It is presumed that this embargo will not be permanent but that supplies will eventually be allowed to come forward under the license system. Until the licenses are issued there will be light supplies of corn in this market. Any corn that was in transit before the embargo became effective has been allowed to come forward.

The Canadian Food Controller has fixed the price of millfeeds at practically the same basis as that existing for some time past. Millers point out that with an additional tax on wheat of 3½c per bushel to go into effect on January 1, together with the greater cost of bags, that it will be only a matter of right for the Food Controller to allow a higher price on flour. Several cars of dried fruits reached the Canadian market during the week, and the smaller sizes of prunes were in easier tone as a result of the recent arrivals from Coast points. Margarine from the United States is expected to reach the Canadian consumers some time during the present week. Cottonseed oil is coming forward under license in small quantities. There is an uneasy feeling in the butter market. Eggs are firmer in tone. Geese, ducks and turkeys are in good demand for the holiday trade and prices have been advanced. Business during the week has been good.

QUEBEC MARKETS

MONTREAL, Dec. 18.—With retail dealers very well supplied in the usual holiday requirements, business is somewhat quieter in a general sense this week. There is an expression, notwithstanding, of general satisfaction regarding trade conditions. Good sleighing prevails and the weather conditions are very good, with the thermometer ranging several degrees below zero most of the week. No improvement is noted in the transportation of supplies and jobbers are expecting to get the consent of the Food Controller to move supplies through which are already in transit. All seem agreed that if the goods are to be had there is no question of their sale, and little argument is made by retailers regarding price revisions that have to be made. Among the few changes of the week are the following: Soaps of leading and well-known brands are now selling for $6.15 per case, representing an advance of 50c per case. Refined cottonseed oil is higher by 50c per gallon, and is selling at $2.50 to $2.75 per gallon. New walnuts in the shell are to hand and are selling at 22c and 23c per lb. A new line of pickles is obtainable in 40-oz., 120-oz., and 5-gallon pails. The prices have been fixed for mill feeds, with the exception of middlings. Rolled oats are firmer in price and feed oats are selling at $1 per bushel. Hogs are up to $19.50 for the live. Margarine is being freely asked for, the demand exceeding the supply. It is thought here that butter will still decrease when margarine can be secured in the necessary volume. Some jobbers are considering the possibility of closing their places on Monday, working on Saturday afternoon for this week.

Sugar Quoted At $8.80; Supplies Of Raw Light

Montreal.

SUGAR.—There has been a weakening in the price of sugar this week on the part of one large refinery, making range from $8.80 to $9. This latest revision is said to be in sympathy with the United States situation. Stocks seem to be limited, and yet there is a conflicting expression in this respect. It is evident all through that there is some shortage of raws, while jobbers have expressed themselves as being unable to get their requirements, and are, therefore, unable to meet the orders coming from their retail customers.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence and Canada Sugar Refineries	8 80
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

New Pickles Offered In Various Sizes

Montreal.

PICKLES.—There is a very fair demand for pickles of various makes in the popular-sized bottles and containers. Regal brand costs $1.75 per doz. for the 12-oz. size in cases of 2 dozen. The 40-oz. size are put up in 1 doz. cases, and these are selling at $3.25 per doz. Five-gallon pails of the same product are worth $3.50 per pail. In pickled onions two sizes of this brand are offered—the 12-oz bottles at $1.75 per doz. and the 40-oz. at $3.35 per doz. Both the latter are put up in cases of one doz. each.

Canned Goods Dull; Local Prices Firm

Montreal.

CANNED GOODS.—The market is rather dull. Supplies are limited, and business is of a light and sorting nature. It is evident that there are some who cannot afford the higher-priced lines, and the demand will come from those able to afford their usual supplies. No feature of interest marks the situation for the week and prices are maintained.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70

Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruit Importers Hope For Improvement

Montreal.

DRIED FRUITS.—The deliveries of dried fruits for the year have been pretty generally made. It is a source of much concern to importers that they have to await action upon the Government regarding licenses, and the delay in securing these seems to be very great. When a general, smooth-working basis will be reached no one can say. There may be a well-disposed disposition upon the part of Government officers to facilitate matters such as these, but there is little doubt of the great inconvenience and sometimes considerable loss suffered by jobbers, generally through delays that are common. The difficulty seems to rest as to where the line should be drawn regarding regulation. With a firm tone to the market, prices remain unchanged as follows:

Drained Peels—		
Citron	....	0 35
Lemon	....	0 27½
Orange	....	0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Light Supplies Molasses; With Firm Price Held

Montreal.

MOLASSES, SYRUPS.—With small stocks on hand, it is only natural that the price of molasses should hold firmly. Business is limited and trading is being done on a basis of around 86c per gallon. New supplies will not be forthcoming for a considerable length of time. The corn syrups are in very good demand, and the market for these continues strong. The temporary easiness in corn deliveries is now suspended, with the accentuating influences of newly-imposed embargoes. It is somewhat of a hardship to the manufacturer to gauge the working of his plants, supplies being so uncertain from week to week. Prices are unchanged.

Corn Syrup—	
Barrels, about 700 lbs.	0 07½
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
2-lb. tins, 2 doz. in case, case.	5 15
5-lb. tins, 1 doz. in case, case	5 50
10-lb. tins, ½ doz. in case, case	5 25
20-lb. tins, ¼ doz. in case, case	5 20

Barbadoes Molasses—	Prices for Fancy, Island	Choice, of Montreal
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

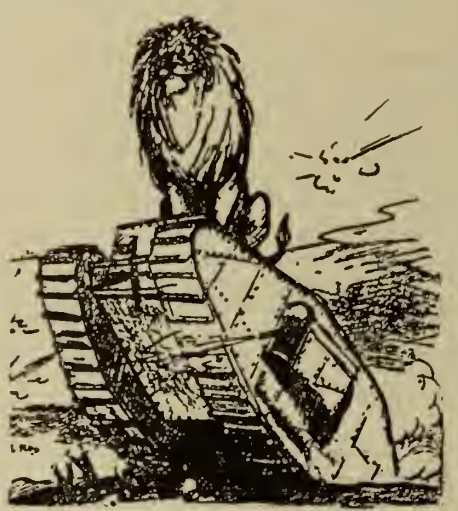
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	....
Barrels, per 100 lbs.	....
Half barrels, per 100 lbs.	....

Refined Cottonseed Oil Advances Fifty Cents

Montreal.

REFINED OIL.—There has been an advance in the price of refined cotton-



Joy Riding

seed oil. This is used extensively by some people in the Province of Quebec, as it has much food value, and is economical. The advance, represented by an increase of 50c per gallon, makes the present prices from $2.50 to $2.75 per gallon.

New Soap Prices Are Announced

Montreal.

SOAPS.—The prices on standard and well-known brands of soaps were recently withdrawn. New prices are now available and have been announced this week. These represent an increase of 40c per 100-bar case, the old quotations being made at $5.75 and the new at $6.15.

New Marbot Walnuts; Holiday Demand Good

Montreal.

NUTS.—There has been a good brisk demand for nuts right up to the present time, and as far as jobbers have been able to supply this good business has been available. A supply of new walnuts in the shell are to hand, and these are selling at 22c and 23c per pound. Supplies are quite confined and some of the popular varieties are indeed scarce. Changes of price have not been made during the week.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 16
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1	....	0 17
Peanuts, shelled, Virginia, No. 1	....	0 16
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1	....	0 24

Scarcity Honey Greater; Little Maple Product

Montreal.

HONEY, MAPLE PRODUCTS.—There is a decided shortage of both honey and maple sugar and syrup. One dealer stated that he had taken a supply in recently, but owing to the scarcity it was a poorer sample than he had been in the habit of handling. It was the best, he stated, that the market afforded, and he did not therefore refuse it. Demand is fair, with prices unchanged.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 17
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 19½
Clover, 60-lb. tins	....	0 19
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Japan Beans Sold; Shipments Limited

Montreal.

BEANS.—Odd shipments of beans come to hand from the Quebec growers. There is a fair demand and dealers are able to meet the request of retail dealers fairly well. One firm has sold a lot of Japanese beans, and these are said to be of good flavor and are much cheaper to the consumer. The supply of these is limited. Little of the Ontario product has come to this market, and dealers are not making any great dependence upon supplies coming from this source.

Beans—		
Canadian, hand-picked	....	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 15
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00

Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs...	6 25	7 25
Barley, pearl, per bag 98 lbs. ...	7 50	8 00

Little Rice Demand; Prices Are Maintained

Montreal.

RICE, TAPIOCA.—Even though the stocks of rice are not reported large, they seem to meet the demand, which is small. There is very little interest manifested in any of the grades of rice, and tapioca is in much the same position, excepting that there may be a better request of a sorting nature with the approach of the holiday trade. This is now well supplied for the most part. No price revisions have been made and the following quotations prevail:

Carolina	10 00	11 00
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Japan Freights Up; China Exchange High

Montreal.

TEAS.—Little trading is being effected in teas generally, owing to the holiday season. Some quantities of certain grades are being received, but of the better lines there is an evident shortage and scarcity of stock. Freight rates from Japan are higher by 25% and from Ceylon these are increased by about 15%. The rate of exchange in China has been increased so that $1.40 has to be paid there for $1 of Chinese silver currency, representing a considerable advance. These things are mentioned to show the trend of conditions which will serve to increase costs in the future.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Unchanged Prices With Fair Demand For Coffee

Montreal.

COFFEE.—There is a lighter demand for coffee. Outside markets are of little feature and prices are maintained. The cold weather should have a steadying effect on demand for the roasted lines. Cocoa is still selling well, and the jobbers and makers have every satisfaction with the amount of trade passing for this season of the year.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spices Very Firm; Most Imports Are In

Montreal.

SPICES.—Firmness marks the spice market. Supplies in dealers' hands are about as large as they will be as imports for the season are now completed or practically so. A normal demand exists in a sorting way. Herbs, carraway and cloves are particularly scarce, and in no lines do dealers report big stocks.

Quotations are firm but unchanged.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	....	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Lemons are $8 a Case; California Cauliflower

Montreal.

FRUITS, VEGETABLES. — Several changes are recorded in the vegetable list this week. Spanish onions in the small crates are selling at $3, representing a reduction of 50c per crate. California new cauliflower will be on the market at $3 a crate. Sweet potatoes are firmer with an increase of 25c per hamper, making the price $2.50. Boston lettuce is lower at $1.50 per box. American mint is up to 40c per dozen. Watercress is much higher at $1.25 per doz. Sprouts are offered at 15c per qt., for the Canadian and the American are selling at 30c per quart. Marrows and Hubbard squash are off market. Lemons are much higher, owing to the severe weather conditions, and there is a scarcity of the product. California oranges are selling higher at $5.50 to $6 per case.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, California	5 50	6 00
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	7 50	8 00
Pineapples, Cuban, grate	....	5 00
Grapes, Malaga, 40-lb. kegs, lb.	....	0 40
Tokay grapes, crate	....	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	....	4 00
Cauliflower(California), crate	....	3 00
Cabbage, Montreal, per bbl.	....	1 75
Cabbage, Montreal, doz.	....	0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario)	....	5 00
Celery, California, per crate	....	6 25
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	1 50	2 00
Spanish onions, large crate	....	5 50
Spanish onions, small crate	....	3 00
Potatoes (sweet), per hamper	....	2 50
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 25
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, head, doz. (box)	....	1 50
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	....	1 75
Tomatoes, pound	....	0 30
Horse radish, per lb.	....	0 25
Beans, wax, bag, U.S.	....	7 00
Beans, green, bag, U.S.	....	7 00
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	....	0 50
Mint, doz. (American)	....	0 40
Watercress, doz.	....	1 25
Spinach (Canadian), box	....	1 00
Spinach (American), bbl.	....	7 00
Eggplant, per doz.	....	2 00
Sprouts, Brussels, Canadian, qt.	....	0 15
Sprouts, Brussels, American, qt.	0 21	0 30
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme, dried savory, dried marjojram, box	....	1 00
Dried Savory box	....	1 00
Cucumbers, Boston, doz.	2 25	2 50
Peppers, per bkt.	....	1 25
Holly, doz.	....	2 00
Cranberries, per bbl.	15 50	16 00
Cranberries (new), small size, per bbl.	....	8 00
Evergreen (for decorating), dull, per bundle	....	1 75

Demand Unabated, Flour Still Firm

Montreal.

FLOUR.—Continued brisk demand, say millers, prevents the accumulation of any great quantities of flour. Every week sees the continuation of this active trade and for all patents good request continues. No changes of price are recorded, but with the fixing of the price of millfeeds, it would seem that any price revisions to be made might fall on various patents of flour. This will remain to be seen. Where sacks used to be obtainable for around ten cents apiece they will now cost probably twice as much. Twines are increasingly dear too, and between these they will make for an upward tendency in flour prices. In the matter of mill feeds the government's fixing of prices last week will stabilize these but only to a certain extent. For instance, the new regulations require that all invoicing be made separately. Sacks will require a separate invoice; freight will require its own invoice in like manner as well as that for the product itself. There is not nor can there very well be a fixed price for the sacks nor the twine used in tying them. Thus, they may continue to increase in price and this will upset the calculations to solve the difficulty by fixing a bulk price on the milled products. For the latter, there is a continued, unsatiable demand and millers are doing their utmost to meet it. Many are behind with orders to the extent of scores and in some cases hundreds of cars. Feed oats are selling higher at from 97c to $1 per bushel.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	....
Shorts	40 00	....
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 97	1 00

Rolled Oats Stronger; Standard Oatmeal $5.85-$6

Montreal

CEREALS.—In view of the fact that

oats are still of strong tone with some asking $1 per bushel for the feed variety, the rolled product is strong with firm undertone. There is a good brisk demand with jobbers asking from $5.15 to $5.50 for rolled oats, while for standard oatmeal $5.85 is the price at which one large milling firm is quoting, others asking as much as $6 for the 98 lb. sacks. Other lines remain firm but without change.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 50	6 00
Oatmeal, granulated, 98 lbs.	5 75	6 00
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 15	5 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60

ONTARIO MARKETS

TORONTO, Dec. 19.—One of the most important changes to be recorded during the week was the advance in practically all lines of laundry soap. Epsom salts on the other hand showed an easier tendency and prices were down one-half cent per pound. Some shipments of cluster raisins and seeded raisins came into the local market during the week and relieved the shortage to a certain extent. Prunes showed an easier tendency in some quarters. Advances were recorded in marmalade, baking powder, olives, tobacco, mincemeat and oatmeal. Some Nevada honey in the comb came into the local market during the week and afforded a measure of relief to a market that was practically bare on these lines. Provisions of all kinds are moving freely, as is usual in the pre-holiday period. At the time of writing margarine had not been released by the United States for export into Canada.

One Canadian Refiner Reduces Sugar 20c

Toronto.

SUGAR.—As an indication of the trend in the sugar market one Canadian refiner, the Canada Sugar Refining Company, reduced the price of all grades of sugar 20c per hundred. At the time of writing other refiners had not made any change from the previously established level. Atlantic Sugar Refinery is quoting on a basis of $9.04, while St. Lawrence and Dominion Sugar continued to quote on the basis of $9.14. Canada Sugar Refinery is quoting on the basis of $8.94 for extra granulated. The first sales of new crop Cuban raws were reported in the New York market during the week on the basis of 4.90c cost and freight basis Atlantic ports. Some 15,000 bags were sold to New Orleans interests on this basis and 10,000 bags to New York interests. A further sale of 20,000 bags was reported but no confirmation was made of this sale. The first shipments of new crop Porto Rican sugar to the extent of 6,000 bags arrived in the New York market during the week. Some Venezuela raw sugars were also sold in the International Sugar Committee. Conditions for the Cuban crop continue favorable, with crop making having a rapid start. One of the leading authorities on the sugar situation estimates the crop for the coming campaign at 3,620,857 tons. Twenty-eight centrals are already at work, which indicates that production is getting away to a good start.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated...	8 94
Dom. Sugar Refinery, extra granulated..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Soaps Have Advanced; Olives And Tobacco Up

Toronto.

SOAPS, OLIVES, TOBACCO.—An advance has been announced in all makes of laundry soaps, with the exception of the line in which an advance was recently recorded. Surprise, Sunlight, Comfort and Lifebuoy are now quoted at $6.15 in single boxes and $6.10 per box in five-box lots. This advance follows recent information given in these columns of the strong situation that existed in soaps, indicating that an advance was highly probable. Epsom salts are easier in price by ½c per pound, in kegs now being quoted at 6c per pound. Olive oil has been advanced 35c per gallon, the new selling price being $4.60 per gallon for Nightingale. Upton's marmalade has been advanced and is now quoted as follows: 24/12-oz., $2.15 per dozen; 24/14-oz., $2.35 per dozen; 24/16-oz., $2.85 per dozen; 5-lb. tins, 89c per tin. Our Dairy baking powder has been increased in price and is quoted as follows: 4-oz., $1 per dozen; 8-oz., $1.60 per dozen; 16-oz., $2.40 per dozen. Libby's olives have been advanced and are now sold as follows: Queen brand, 48, No. 5, $1 dozen; 48, No. 6, $1.32 ½ dozen; 24, No. 8, $1.70 dozen. Manzanillas; 48, No. 5, $1 dozen; 48, No. 6, $1.35 dozen: 24, No. 8, $1.70 dozen; 24, No. 10, $1.95 dozen; 24, No. 16, $2.75 dozen; 12, Royal jars, $3.25 dozen. Pimento stuffed: 48, No. 5, $1.35 dozen; 48, No. 6, $1.60 per dozen; 24, No. 8, $2.10 dozen; 24, No. 10, $2.50 dozen; 24, No. 16. $3.40 dozen. Queen brand: 24, No. 10, $1.95 dozen; 24, No. 16, $2.75 dozen; 12, Royal jars, $3.25 dozen. Tuckett's tobaccos have registered an advance during the week, T. & B., 14's, now being quoted at $1.16 per pound. Orinoco, 14's, at $1.16 per pound. Our Seal, 14's at $1.14 per pound. Senator cut new size 15's, $1.15 per pound; Rainbow, new size, 13's, $1.05 pound; Rugby cut, new size, 18's, 78c pound. Cotton twine has been advanced, 3-ply now being quoted at 55c per pound and 4-ply at 58c per pound. Libby's mincemeat has been advanced, 36's, 15c size are now quoted at $4.62 per case and 12, Royal jars, $4.62 per case. Crown baking powder has been increased in price to the following figures: 48's, 4-oz., $1 dozen; 24, 8-oz., $1.60 dozen; 24, 16 oz., $2.40 dozen. Prices on Taylor's borax soap have been withdrawn for the present. Libby's pickles have been advanced, 8-oz. sweet now being quoted at $3, sour at $2.25, chow at $2.25 and relish at 75c per dozen. Pickles, 20-oz., sweet are quoted at $4.25 per dozen, sour at $3.75, chow at $4 and relish at $2.85 dozen. Ten-gallon kegs of sweet mixed pickles are quoted at $15.

West India Molasses In Firmer Market Tone

Toronto.

MOLASSES, SYRUPS.—Higher prices were recorded in some quarters on West India molasses in half barrels, the range of prices being from 55c to 58c per gallon. Choice Barbadoes molasses is quoted at 80c to 82c per gallon and fancy Barbadoes at 90c to 92c per gallon. The market is ruling firm even in the face of investigations that are under way in the United States. The situation in corn syrups is becoming more acute owing to the embargo that has been placed on the shipment of corn from the United States. For points east of Chicago shipments are not allowed to come into Canada at the present time. There is no indication when this embargo is likely to be lifted.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
Choice Barbadoes, barrels	0 80	0 82
West India, ½ bbls., gal.	0 55	0 58
West India, 10-gal. kegs	....	6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Jams In Tins Show Slightly Higher Range

Toronto.

CANNED GOODS.—Raspberry, black currant and strawberry in 4-lb. tins were advanced slightly from the low levels recently prevailing, making the range in certain quarters now 77c to 83c on raspberry, according to the make; black currant, 74c to 77c per tin, strawberry, 80c to 83c per tin. Early June

peas were priced slightly higher at $1.87½ for low quotation. The range on pink salmon has been widened, one wholesaler having increased the price of 1-lb. talls to $2.60, although quotations for certain brands are still being made as low as $2.30 per dozen. Demand for canned goods is fair.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 30	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90
Cohoes, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls	....	3 15
White springs, 1s, dozen	2 25	2 35
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 87½	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 35	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 77	0 83
Black currant, 4-lb. tin	0 74	0 77
Strawberry, 4-lb. tins	0 80	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

Cluster Raisins And Seeded Raisins Came In

Toronto.

DRIED FRUIT.—A carload of cluster raisins came into the local market during the week, together with a car of seeded raisins. Another importing concern has had about six carloads of seedless raisins come into the marrket within recent days. The California Raisin Association has extended their guarantee date to April 1. Citron peel showed a firm tendency with higher prices recorded, the range being from 40c to 45c per pound. Orange peel was quoted as high as 37c per pound in some instances. Prunes gave evidence of an easier tendency during the week. 50-60's are quoted as low as 14c; 60-70's at 12c; 70-80's at 11¾c; 80-90's at 11c. These prices represent a decline of ½c to ¾c per pound. Spanish Valencia raisins are about cleaned out of the local market.

Apples, evaporated	0 24	0 24½
Apricots, unpitted	....	0 16¾
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s	....	0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 37
Citron	0 35	0 45
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	....
Cal., 10 oz., doz.	....	....
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 14	0 14½
60-70s, per lb., 25's, faced	0 12	0 14
70-80s, per lb., 25's, faced	0 11¾	0 13¼
80-90s, per lb., 25's, unfaced	0 11	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾
Peaches—		
Standard, 25-lb. box	....	0 15¾
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 15	0 15½
Valencia, Cal.	0 07	0 10½
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Java Teas Show Slightly Lower Range

Toronto.

TEAS.—Owing to the amount of Java teas that are in the market at the present time there has been a slightly easier tendency and prices have been quoted from 36c to 38c on broken Pekoes. Arrivals of tea that had been on order for some time have been fairly good within the past couple of weeks. Freight rates from Calcutta are very high, the last quotation secured by one of the importing houses being on the basis of 25c per pound. Dealers quite generally anticipate there will be firmer prices as soon as existing stocks are reduced somewhat. There has been quite a lot of buying of teas by retailers recently.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 36	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 38
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Undertone Has More Strength

Toronto.

COFFEE, CHICORY, COCOA.—There was a firmer undertone to the coffee market at primary points during the week but dealers do not anticipate there will be any radical change in this commodity until there is some prospect of peace. Much higher prices are expected to prevail when hostile countries again come into the markets as buyers. Locally prices held unchanged. Chicory was quoted in some quarters at 16c per pound. Dealers for the most part, however, quoted on the basis of 20c per pound. Cocoa held unchanged with a good demand reported.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31

—Bernard Partridge, in Punch, London.

Russia's Dark Hour.

Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cassia Is Firmer; Tartarine Goes Down

Toronto.

SPICES.—In some quarters there was a firmer tone to cassia, the range being reduced to 30c to 35c per pound. Cream of tartar held at high levels with a scarcity of the commodity in this market. Other spices held unchanged. Demand is reported good.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 70	0 75
American high test	....	....
2-oz. packages, doz.	1 35	1 45
4-oz. packages, doz.	....	2 40
8-oz. tins, doz.	....	4 75
Tartarine, barrels, lb.	....	0 20
Do., kegs, lb.	....	0 22
Do., pails, lb.	....	0 24
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Demand For Nuts Has Been Active

Toronto.

NUTS.—There has been an active demand for nuts during the week preparatory to the Christmas trade. Prices were firmly maintained. In some quarters an advance was recorded in Brazil nuts, following a recent advance in the primary market. Other wholesalers maintained their prices with the result that the range held at 13½c to 16c per pound. Peanuts continue to be scarce.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Walnuts, Manchurian, lb.	....	0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Cocoanuts, per 100	....	7 50
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Rice Holds Steady But In Firm Market

Toronto.

RICE.—There was a continued firmness in the market for rice but prices held unchanged. Big demand for rice as a food product for the Allied armies has caused the rice farmers of the Southern United States to hold out for high prices. The demand locally has not been heavy. Eastern rices continue in a strong market as a result of the freight situation and destruction by flood of considerable quantities in Siam.

—Carter, in Philadelphia Press.

The Winged Victory.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	....	0 12½
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	10 00	11 00
Japans, second, per 100 lbs.	9 50	10 00
Chinese XX, per 100 lbs.	8 00	9 00
Tapioca, per lb.	0 14	0 15

Japanese Beans Will Come Early In Year

Toronto.

BEANS.—Some of the new-crop lima beans from California reached the market during the week. These will probably go to the retail trade from 17c to 17½c per pound. Some Japanese beans have also been sold to arrive in February. These latter beans are what are known as the Kotenashi beans and are reported to be of fine quality. Very few Ontario beans are reaching the market. Samples that have found their way into this market have not been up to the usual standard, as there are many of them that are dark in color and contain moisture. Prices on beans held unchanged at those of last week.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	8 40
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	6 60
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Rolled Oats In Very Firm Market

Toronto.

PACKAGE GOODS.—There is a firm market for package rolled oats at the present time owing to the cost of manufacture, induced through the high price of oats. These goods can be had in only limited quantities as it is stated on good authority that the mills are losing money on the present basis. Other lines of package goods held unchanged during the week.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Nevada Honey Came Into Market During Week

Toronto.

HONEY.—A carload of Nevada honey came into this market during the week and filled a need occasioned by the light supplies of Ontario and Quebec honey now extant. The greater portion of this shipment was in the comb, squares ranging from 13 oz. to 15 oz. in weight. No. 1 fancy grades are being quoted at $3.50 per dozen. No. 1 at $3.25 and No. 2 at $3 per dozen. Clover honey in tins was scarce. Some of the commission houses have light supplies which they are retaining to take care of their customers' needs. Some light supplies of buckwheat honey in 5-pound pails were being quoted at 17½c to 18c per pound.

Honey—		
Clover, 5 and 10-lb. tins	0 21	0 23
60-lb. tins	0 20	0 21
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	1 45	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 75
Do., 16-oz.	....	3 50
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	12 60
No. 2, half gal. tins, 12 to case	....	14 20
No. 3, quart tins, 24 to case	....	15 55
No. 3, quart bottles, 12 to case	....	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Grapefruit Stronger; Pineapples Expected

Toronto.

FRUIT.—There was a better movement during the week anticipation of the Christmas trade. Grapefruit was in stronger market and at primary points was up 25c per case. There is a bigger demand for this commodity and prices have ruled firm in consequence. Oranges are somewhat scarce. Bananas were higher in price, being quoted up to $3.50 per bunch. California pears were also higher in price at $4 to $4.25 per box. California navels 96's to 126's were quoted at $4.50 to $5 per case. Box apples are in good supply with a fairly good movement reported. Barrel apples are still plentiful but are slow sellers. Commission men anticipate a good week preceding holiday period.

Apples—		
Boxes, Spitzenberg	....	2 65
Jonathan, box	2 10	2 50
McIntosh Red, box	....	2 60
Rome Beauty, box	....	2 75
Black Bens, box	....	2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 00	7 00
Kings, No. 1, bbl.	6 50	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 50	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	4 75	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	5 00
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	3 00	3 50
Cranberries, late Howe's	18 00	20 00
Grapefruit—		
Jamaica, 46s, case	....	3 50
Do., 54s, case	....	3 75
Do., 64s, 96s, case	....	4 00
Do., 80s	....	4 25
Florida, 36s, 46s, case	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 50	5 00
Porto Rico, 36s, 46s	....	....
Do., 54s, 96s	....	....
Oranges—		
California Late Valencias—		
96s, 100s, case	4 00	4 25
126s to 250s	4 25	4 75
288s, 300s	3 50	4 00
Mexican oranges, 126s to 250s.	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, half box	3 25	3 50
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case	....	9 00
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, cs. 30-36s	5 50	6 00
Pomegranates, per box	3 50	3 75
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Cold Weather Has Affected Potatoes

Toronto.

VEGETABLES.—Potatoes coming in transit from the Maritime Provinces during the recent cold weather are reported to have been injured by frost in transit to a certain extent. One large dealer who has recently returned from a trip to Montreal reports that there has been quite a bit of damage from frost to potato shipments. In the local market prices for Ontario potatoes held unchanged at $2 to $2.10 per bag. New Brunswick potatoes were quoted down to $2.25 per bag, which represents a slight decline. Prince Edward Island potatoes came into this market during the week and were quoted at $2 per bag. Canadian cabbage in barrels were quoted as low as $1.75 per barrel in some quarters. Carrots also showed a lower tendency, the range being from 60c to 70c per bag. Mushrooms were firm at $3 per basket. Artichokes were in the market and were quoted at 35c per 11-quart basket. Cucumbers were quoted at $2.75 to $3 per dozen. Beets were slightly firmer at 90c to $1 per bag.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	0 15
Cauliflower, Cal., case	....	4 50
Cabbage, Canadian, barrel	1 75	2 00
Carrots, bag	0 60	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate	3 00	4 00
Mushrooms, 4-lb. basket	....	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates	3 00	3 25
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag	....	3 50
Potatoes—		
New Ontario, bag	2 00	2 10
N.B. Delawares	2 25	2 35
P.E.I., bag	2 00	2 10
Sweet, hamper	....	2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	....	0 30
Parsnips, bag	1 00	1 25
Turnips, new, bag	0 50	0 65

Higher Flour Is Anticipated

Toronto.

FLOUR.—With the price of millfeeds fixed by the Government on practically the same basis as they have been selling for some time past and with the prospect of an additional tax on wheat of 3½c per bushel effective January 1, millers anticipate there will be announcement soon by the Food Controller to the effect that the price of flour has been increased. The additional tax on wheat will increase the price of flour in the neighborhood of 20c per barrel. With the additional cost of bags for millfeeds millers assert that the Government will undoubtedly have to allow an increase in the price of flour. Nothing has been announced respecting the price of flour but the opinion is expressed that it cannot long be delayed. Mills are all busy owing to the demand for flour for export. There is also a good home demand. Mills, however, are not permitted to sell into the future for any greater length of time than 30 days. Prices during the week held unchanged.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Price Of Millfeeds Has Been Established

Toronto.

MILLFEEDS. — Announcement has been made by the Department of Food Control that the price of bran is to be on the basis of $24.50 per ton f.o.b. Fort William and shorts at $29.50 per ton bulk f.o.b. Fort William. Millers point out that these prices are equivalent to the present selling price of $35 for bran and $40 for shorts at Eastern points. Owing to the higher cost of bags and the additional tax that is to be placed on wheat it was anticipated that a higher price might be allowed for millfeeds. In the United States millfeeds are in the neighborhood of $10 per ton higher than the Canadian feeds. Mills are all booked up till the middle of January and some mills have not had their travelers on the road since the first of the present month. Some small lots of millfeeds were sold as high as $37 for bran and $42 for shorts.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35-$37	$37-$39
Shorts	40- 42	42- 44
Special middlings	50- ..	52- ..
Feed flour, per bag		3.05-3.40

Heavy Export Demand For Oat Products

Toronto.

CEREALS.—There is a heavy export demand for rolled oats at the present time, the Wheat Export Company taking all the mills are able to supply. This is causing a scarcity for the domestic trade. Prices ruled firm as a consequence. There is a good demand for cereals of all kinds. Pot and pearl barley has been moving freely. There is an embargo on corn from points East of Chicago and presumably this will affect Eastern Canada as well as the United States. Pot and pearl barley in single bag lots was higher by 25c per bag during the week. Yellow split peas also showed a firmer tendency in single bag lots at $10.50 to $11 per bag.

	Five Bag Lots F.o.b. Mills		Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	$6.50-	$ 7.00	$ 8.00-	$ 8.50
Barley, pot, 98s	4.75-	4.85	5.75-	6.00
Cornmeal, yellow, 98s.	6.25-	6.35	6.50-	6.75
Corn flour, 98s	7.25-	7.35	....	....
Farina, 98s	5.75-	6.00	6.25-	6.50
Graham flour, 98s	5.40-	....	5.50-	6.00
Hominy grits, 98s	7.25-	7.35	....	....
Hominy, pearl, 98s	7.25-	7.35	....	....
Rolled oats, 90s	4.75-	4.85	4.85-	5.00
Oatmeal, 98s	5.35-	5.40	5.40-	6.25
Rolled wheat, 100-lb. bbl.	5.50-	6.00	6.00-	6.25
Wheatlets, 98s	5.75-	6.00	6.25-	6.50
Peas, yellow, split	9.50-	10.00	10.50-	11.00
Blue peas, lb.	....	....	0.10-	0.13½

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, Dec. 19.—Things have not turned out as badly for Christmas as was expected. With the arrival of several cars of California dried fruits, which had been held up at the border, the dealer should be in shape to supply the trade for Christmas. If he is not able to secure everything from one wholesaler he will no doubt be able to get lines in which he is short from another house.

Rolled oats are rapidly climbing on account of the high oat market, and cornmeal on the other hand, because of the heavy corn crop in the United States last year, will open at a price $1 per barrel lower than previous quotations. Practically all the manufacturers of package cereals advised the trade last week that they had secured licenses to pack cereals as heretofore.

As an example of what can be done by retail merchants in Western Canada a wholesale grocer told us this week of a dealer who went into a small town and bought out the business of a general merchant. This business has heretofore been run on a cash basis, and the dealer had got his customers into the way of paying cash for their goods. The new proprietor continued on a cash basis. He started by announcing a three-days' sale, advertising it through the local paper, and by means of hand bills. Last week, writing to his wholesaler in Winnipeg, he stated that his receipts for the three days' sale amounted to $3,600. This, said the wholesaler, speaking to CANADIAN GROCER, shows that the farmer has the money to spend, and is ready to pay cash when the dealer gets after him in the right way.

Sugar Situation Improves This Week

Winnipeg.

SUGAR.—This week it was expected there would be a considerable improvement in the supply of sugar. At the time of writing it had not arrived, and the scarcity was as acute as ever. Jobbers have been using up their supply as fast as it came in and still there was a shortage. It was certainly a hardship on the jobbers handling sugar owing to the dissatisfaction of their customers. In some cases one dealer would be supplied, and his neighbor not being able to buy would send in a strong complaint. The result was that jobbers were in hot water all the time, and some of them said they would have been better off if they had had no sugar at all rather than have insufficient quantity to go around. The B.C. Sugar Refinery Co. are now shipping into this province and supplies are expected this week, after which the situation should be much more satisfactory.

Corn Products Down Dollar Per Barrel

Winnipeg.

SYRUPS.—Up to the present there has been no decline, and wholesalers reiterate that they do not expect a decline until the turn of the year. As illustrating the tendency as result of big corn crop, new cornmeal arriving this week will sell around $1 per barrel lower than previous quotations.

NEW ORLEANS MOLASSES.	
24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.	
24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Figs And Raisins In, But Arrive Late

Winnipeg.

DRIED FRUITS.—First shipment of California figs arrived on this market last week, and were a month late. New California table raisins also arrived. There has been a marked improvement in the California dried fruit situation owing to the fact that a number of cars which were held at the boundary have been released. While some of these did not arrive in time for country merchandizing, they were in plenty of time for the city trade. Wholesalers were very glad to get these supplies as the market was cleaned up.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb		0 10
80-90s, 25-lb. boxes, per lb		0 10½
50-60s, 25-lb. boxes, per lb		0 12¼
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	....	0 23
Dates—		
Hallowee, 68-lb. boxes	....	0 20
Fards, box, 12 lbs.	....	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Mediterranean, 33-lb. mats	....	0 08¼
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	0 25	0 26¼
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 31¼

Advance On Rice Due In January

Winnipeg.

RICE.—Most of the Winnipeg houses made contracts about three weeks ago for supplies to last them until next April, and the price paid was high, higher it is stated than the retailer is paying to-day. It would seem that the retail trade can look for higher figures around January.

Extra fancy Japan, 100-lb. bags		0 09
Fancy Japan, 100-lb. bags		0 08½
Choice Japan, 100-lb. bags		0 07¾
Siam, 100-lb. bags		0 07½
Tapioca, lb.	0 13½	0 14
Sago, lb.	0 12½	0 13

Tapioca Down, But Only Slightly

Winnipeg.

TAPIOCA.—The price to the retail trade continues very high. Latest wires arriving in Winnipeg announce no material change, although there is a slight decline in the primary market.

Peanuts Did Not Arrive For Christmas

Winnipeg.

NUTS.—There were plenty of nuts for the Christmas trade, the only line scarce being peanuts, which had not arrived last weekend. Supplies are being held up at the boundary pending the granting of a license to export.

Whole Nuts—	Per lb.
Almonds, Tarragona, sacks about 110 lbs.	0 20¾
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs.	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 16½
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾
Finest Shelled Nuts—	
Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

Canned Goods Delayed By Labor Troubles

Winnipeg.

CANNED GOODS. — The severe weather of the past week has hindered the movement of canned goods from the East. Railway companies at the head of the Lakes have had difficulty with their dock hands, so that supplies are with difficulty coming through. The last boats of the season have arrived, and an effort has been made to get supplies through right up to the last minute. News has reached here of a slight weakening in the United States on canned corn, but as the demand just now is not heavy and the cost of getting stuff from the United States is high, this news does not affect matters much in this city.

Coffee Market Still In Weak Tone

Winnipeg

COFFEE, — Last advices reaching Winnipeg are to the effect that the coffee market is still weak.

Confectionery Scarce For Repeat Orders

Winnipeg.

CONFECTIONERY. — As far as the wholesale trade is concerned, the Christmas season was practically over a week ago. Difficulty has been experienced by

them in getting sufficient to fill orders, but the opinion was expressed by some that supplies had been sufficient to enable retailers to take care of the Christmas trade. However, it was realized that if repeat orders came along in big volume they would be unable to handle them.

Bran And Shorts May Drop To $31 And $36

Winnipeg.

FLOUR AND FEED. — There is no change in the price of first patents. Flour business is rushing. Millers are oversold until the middle of January, that is, for about a month.

ROLLED OATS. — Conditions have been very disturbing during the past week; the mills have been quoting $4.50 for 80's, whereas one of the local wholesale houses sold as low as $3.80. The mills point out that rolled oats selling at this low figure must be stock that was bought before the rapid advance in the price of oats, and that $4.50 is considered a fair basis to-day owing to the high price of oats and the poor quality of same. Millers report that it is taking considerably more oats to make a barrel of oatmeal or rolled oats on account of the poor quality, and so great is the demand for rolled oats and oatmeal that buyers for the Wheat Export Company find it difficult to secure large quantities.

FEEDS.—Price of bran and shorts is still $34 and $38, although these prices will undoubtedly be affected by the rumored regulation to be put into effect by the Food Controller's department. Some suggestions as to the new prices appeared in the Winnipeg newspapers last weekend, the prices quoted being $24.50 for bran, and $29.50 for shorts, in bulk, Fort William. To this would have to be added $6.50 per ton for the sacks alone, making the price $31 for bran and $36 for shorts. Millers point out that the Food Controller's idea is that Western mills will sell at a lower price owing to the fact that they purchased wheat at a lesser price at say, Moose Jaw and Regina.

Late advice indicate shorts decline to $35.80.

Pomegranates In; Florida Tomatoes Expected

Winnipeg.

FRUIT AND VEGETABLES.—Potatoes are selling at $1.10 to $1.25, and the market is firming up owing to the cold weather. However, dealers state that supplies are good, so that the price should not be advancing just now. British Columbia tomatoes are off the market and Floridas are due to arrive this week at price not yet stated. Parsnips are still bringing $4 per bag, and the supply is good. As far as apples are concerned the big demand is for Spys, selling for $2.50 and $3. There appears to be plenty of apples on this market. The supply of oranges is short; new season Navels are bringing $5 to $6. New arrivals include pomegranates at $5 per case.

Cabbage, lb.	....	0 04
Cauliflower, Cal., doz.	....	2 25
Celery, Cal., crate 100 lbs.	....	7 50
Potatoes, new	1 10	1 25
Carrots, cwt.	....	2 50
Turnips, cwt.	....	1 50
Head lettuce, Cal., doz.	....	1 00
Tomatoes, Cal., box 25 lbs.	....	2 50
Onions, Valencias, large case	....	7 00
Onions, yellow and red, cwt.	....	3 50
Parsley, home grown, doz.	....	0 40
Peppers, green, imported, bu. bkt.	....	2 50
Parsnips, bag	....	4 00
Fruits—		
Apples, Nova Scotia, bbl.	....	6 25
Apples, Wash. Jonathans, box	....	2 25
Apples, McIntosh Reds, B.C., box	....	2 80
Apples, Spies, No. 1, $3; No. 2, $2.75; No. 3	....	2 50
Apples, Wagners	....	2 25
Oranges, Valencias	....	5 25
Oranges, Navels, new seasons	5 00	6 00
Pomegranates, case	....	5 00
Lemons	....	9 50
Bananas, lb.	....	0 05½
Pears, D'Anjou, crate	....	4 25
Pears, Winternellis	....	3 25
Grapes, Emperor, case	....	2 75
Grapes, drums	....	5 50
Grapefruit, Florida, case	....	5 00

Turkeys At 28c; Finnan Haddies 15c

Winnipeg.

FISH AND POULTRY.—Salmon continues to sell at 23c lb. frozen, and dealers do not expect it to be any lower than that this winter. Finnan haddies are quoted 15c per lb., and this price is expected to hold for a week at any rate. Dealers are not sure, but think there will probably be an advance. Poultry.—Chickens are bringing 22c, but on account of the poor quality, wholesalers are not going after them very hard. Owing to the high cost of feed farmers are not sending in very good stuff. There appears to be very few geese offering. Turkeys are selling around 28c.

Pickerel, frozen, cleaned	....	0 12
Haddock, frozen	....	0 10
Salmon, frozen	....	0 23
Halibut, frozen	....	0 20
Cod, frozen	....	0 12
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 17
Mackerel, frozen	....	0 15
Finnan haddie, lb.	....	0 15
Salt herrings, new, ½ bbl.	....	7 25
Salt herrings, 20-lb. pails	....	1 85
Smelts, Pacific Coast	....	0 12
Smelts, extra	....	0 23
Smelts, Western	....	0 13
Lake herring, salt, ½ bbls.	....	5 00
Lake herring, frozen, 5 sack lots	....	4 25
Brook trout, frozen	0 35	....
Sea herring	....	0 07½
Goldeyes	....	0 05
Smoked goldeyes, doz.	....	0 70
Poultry—		
Roasting chickens, lb.	....	0 22
Fowl, lb.	....	0 19
Domestic ducks	....	0 24
Turkeys	0 28	0 30

PRODUCE AND PROVISIONS

(Continued from page 51.)

position to deliver margarine this weekend. As has been pointed out several times, most of the trade in Western Canada have decided that in order to do justice to margarine and to avoid criticism from the public right at the start, it would be best to bring in only the highest grade to begin with and if it proved successful to bring in lower grades later on. There is a danger, however, that some manufacturers will bring in lower grades from the United States, and that possibly this will have the effect of hindering the sale somewhat. All the wholesalers seem to be anxious to give the line a fair test and to insure the consumer's first impression being a good one. It is understood that the Government is permitting coloring by mixing creamery butter with the pure margarine in order to give it a shade so as not to look too much like lard.

RESTRICT MISUSE OF FOOD EXTRACTS

A deputation representing the Fruit Products Section of the Canadian Manufacturers' Association recently conferred with the Ontario License Board in regard to the necessity of protecting the trade in food essences and extracts from the dangers that lie in the increasing tendency to use them as the base of illegal beverages. The deputation placed before the Board a resolution protesting against the lax manner in which druggists and others are allowed to sell food extracts for drinking purposes and offering to co-operate with the Board in order to restrict the sale of extracts to those made for legitimate culinary purposes only.

The deputation consisted of the following: W. E. McArthur, of the Imperial Cocoa and Spice Company, of Hamilton; Charles Peebles, of McLarens, Limited; James Litster, of the Litster Pure Food Company, Hamilton; W. S. Greening, Pure Gold Manufacturing Co.; F. W. Shirriff, of the Imperial Extract Company; E. B. Mettlefield, Dalton Bros.; A. M. Brooke, White Swan Mills, and Hugh Macdonald, secretary of the Fruit Products Branch.

MILK AND ICE-CREAM RESTRICTIONS

The Produce Merchants' Association of the Montreal Board of Trade recently passed resolutions urging the Food Controller to prohibit the export of milk, cream and condensed milk, and recommending the desirability of curtailing or prohibiting the manufacture of ice-cream for sale. The produce men contend that there is an insufficient supply of dairy products and that there is therefore no fairness in allowing exports of them to the United States in any large quantity. The Association also believes that ice-cream in its general use is a luxury and should therefore be restricted in manufacture.

PEANUT IS GOOD DIET

An expert handing out good advice to housewives, pays a tribute to the humble peanut. "The lowly peanut," this authority declares, "is entitled to considerable praise. The family that subsists on meat and potatoes and pickles finds that rolled oats, dried Lima beans, rice, peanuts and prunes would give them seven times the same food values for the same cost."

The same authority adds that when milk is 15 cents a quart it is as cheap a food as sirloin steak at 21 cents a pound, or eggs at 20 cents a dozen.

The conservation campaign may yet, according to the expert's viewpoint, revolutionize our diet and make food cost, now competing with rent for the highest position in the family budget, assume a much less important place, to the benefit of the public health and the increase of the public energy.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 18.—Sunlight soap has advanced 40c per case, Lifebuoy 35c per case, and Royal Crown 15c per case. All other lines of laundry soap are expected to advance in due course. Pickles in all size packages again go higher. Clark's tomato soup has been advanced to $1.75 per dozen. No. 1 Japan rice is now quoted at 9c per pound and No. 2 at 8c per pound. Smoked hams are ½c per pound higher. No. 1 sockeye tall salmon have been quoted as low as $15 per case. Pink 1-lb. talls of salmon are quoted at $8.50. Kotenashi small white beans are expected to reach this market early next month, and are being quoted at 12½c per pound. Local potatoes are quoted at $40 per ton.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	4 35
Rice, Siam, cwt.	7 00	7 50
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 50
Cheese, No. 1 Ontario, large	....	0 25
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	12 50	14 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 75	5 50
Corn, 2s, standard case	5 15	5 25
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	....	3 50
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Apples, evaporated, 50s, lb.	....	0 23½
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	**4 75**
Lemons, case	....	9 50
Salmon, pink, tall, case	....	8 50
Salmon, Sockeye, tall, case	....	15 00
Do., halves	....	....
Potatoes, per ton	....	40 00
Navel oranges, case	....	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 18.—Christmas season is now practically over for wholesale trade and is at its height with the retail trade. The demand has been found above normal with purchasers ready to accept almost anything offered on account of the general difficulty of securing supplies. This is practically the only cause for complaint. The market is comparatively quiet with a few changes in the upward direction. Margarine has not yet arrived to fill provincial orders. Inquiries by customers indicate that a heavy demand will develop when this commodity is obtainable. Ontario beans have not yet arrived in this market, but a large supply of yellow eyes from Nova Scotia has greatly helped the situation until the arrival of California white beans. The arrival of a cargo of sugar at St. John will give relief to the shortage. This about finishes old-crop sugar. Granulated cornmeal has advanced 75c and is now quoted at $14. An increase of 75c has also been registered on rolled oats which now makes the price $11.50 per barrel. Eggs are slightly firmer, new-laid being quoted from 50c to 53c per dozen and case eggs at 44c to 45c per dozen. Bacon shows a firmer tendency at 34c to 35c per pound. American clear pork is firmer and has now advanced to $67 to $70.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 00
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 80	0 82
Rolled oats, bbl.	....	11 50
Beans, yellow-eyed	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 53
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 35
Butter, creamery, per lb.	0 42	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Lard, pure, lb.	0 31	0 31½
Lard, compound	0 24¾	0 25
American clear pork	67 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 80
Corn, 2s, standard case	....	4 80
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 75	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	0 12½
Raisins, fancy, lb.	0 12¾	0 13
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon.	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	9 00	10 00
Oranges, California, case	5 00	6 00
Grapefruit, case	5 00	6 00

OPPORTUNE TIME TO COLLECT ACCOUNTS

In a recent issue of CANADIAN GROCER it was pointed out that the present period is without a doubt the most opportune time for grocery merchants to get after their credit customers and effect a settlement of long standing accounts.

Emphasis was laid on the fact that with plenty of money in circulation throughout the country places, and with good crops everywhere in evidence, now is the most favorable time which the merchant has had for many months to urge the meeting of bills by his credit customers. Undoubtedly many merchants have seized upon the opportunity and are by this time writing many old accounts off their books to their own profit.

Simultaneously with the bringing of the credit department up to date, better business methods should be adopted for the future in order that there may be no repetition of the circumstances in which some dealers find themselves today. Customers have to be educated to regard the granting of credit as a more serious matter than they have in the past, and to realize that they are under some obligation which has to be met when they receive credit from the local merchant. There is no more reason why the merchant should grant credit without security than there would be for the bank, and if this fact was kept uppermost in the minds of dealers and customers there would be fewer bad credit debts to be wiped off the books.

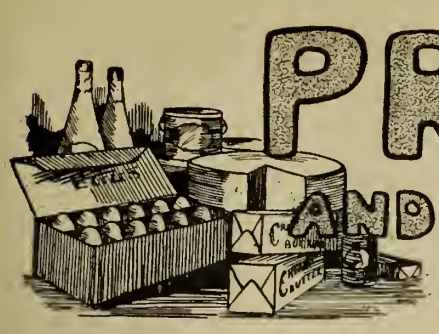
Every thoughtful merchant recognizes the imperative need for modern business methods, for just as every nation at war has had to mobilize every department from the bottom to the top, so, likewise merchants must mobilize and thoroughly organize all departments of their business.

Such an organization of business on an efficient basis is the means of a better understanding between a store and its customers, for sound business requires that each understand the viewpoint of the other and coordinate their efforts, and particularly is this the case in regard to the matter af granting credit, for never before has the necessity been so great to keep credits sound.

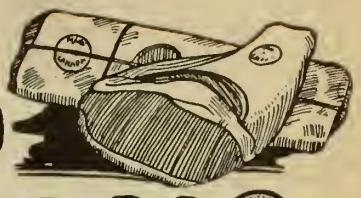
In one direction in regard to the matter of securing a more substantial basis in connection with the granting of credit, can all merchants do their part. Those to whom credit is extended should be brought to appreciate that credit grantors have the undoubted right to ask and to be given assurance that accounts will be paid at a specified time.

NO APPLES FROM NOVA SCOTIA

A. & W. Smith & Co., Halifax, N.S., state that it is very improbable that further supplies of apples can be secured in Ontario from Nova Scotia. It is stated that Ontario buyers have purchased "everything in sight" at very high prices. One of the largest holding companies in Nova Scotia at the present time has more orders than it can fill.



PRODUCE AND PROVISIONS



Nearly 2 Billion Lbs. Margarine Yearly

Industry Has Grown Rapidly—Made of Oils, Neutral Lard Butter Fat, Moisture and Salt—Ad. Men Hear Interesting Address.

Staff Correspondence.

TORONTO, Dec. 20.—Margarine was the subject of an interesting address at the luncheon on Tuesday of the Toronto Advertising Club. It was given by H. C. Herschmann, of the Swift Canadian Co., West Toronto. Instead of butter, Swift's Premium oleomargarine was served at the luncheon, and each one present was given a pound carton of it "to fool his wife" when he got home at night.

Dates Back to Franco-Prussian War

Mr. Herschmann introduced the subject by giving a resume of its origin and early history. It was first discovered in 1870 by a French chemist—Mege Mouries—in response, it is said, to a prize offered by Emperor Napoleon III. for the discovery of a cheap and satisfactory substitute for butter. The discovery, coming as it did just before the siege of Paris by the Germans, was a great boon to the Parisians. Margarine was the butter of the siege and its merits became widely known.

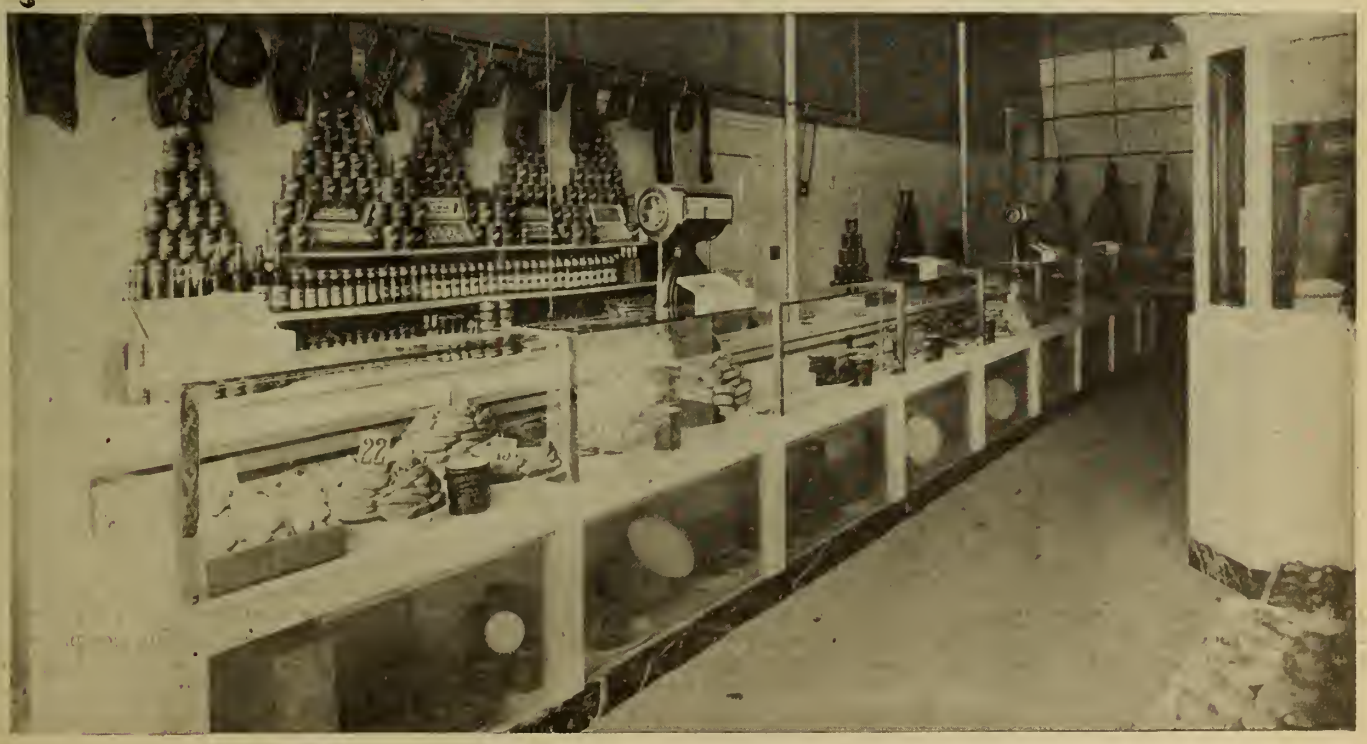
Margarine of that day, the speaker said, was produced from beef-fat only, and while sweet and wholesome, was not the attractive and palatable food it is to-day. The evolution was accomplished by the addition of other fats and oils, which gave the product a more satisfactory body, aroma and flavor. To-day it is made of milk solid or butter fat, vegetable oil, neutral and oleo oil or animal fat. The approximate formula of a high-grade margarine, Mr. Herschmann said, was:

Oleo oil	45%
Vegetable oil	14%
Neutral lard	12%
Butter fat	15%
Moisture and salt	14%
	100%

Oleo oil is made by melting and pressing the finest beef fat, and is undisputably wholesome and nutritious; neutral lard is the finest quality of lard possible to produce, and is known as a base for many medicinal preparations, besides serving as a body for margarine; moisture is necessary for the working of the margarine, and salt is used to add flavor and improve the keeping qualities of this food.

An Enormous World Production

The speaker claimed that few people realize the magnitude of the margarine industry. The world's annual production is between 1,500,000,000 and 2,000,000,000 pounds. Of this amount only about 145,000,000 pounds were produced in America. England and Germany consume nearly half of the total output. Denmark—where the highest quality of butter in the world is produced, and which



The modern equipment of the Wm. Rowntree & Son Store, 1701 Dundas Street, Toronto.

country depends principally on its dairy industry for existence—has an annual per capita margarine consumption of over twenty-five pounds. The thrifty Danes sell their buter and eat margarine. Holland—another country famed for its dairy products—has a per capita consumption of over twenty pounds of margarine annually.

A year ago the per capita consumption in the United States was only about one and one-half pounds per year. It is now four pounds per capita per year. Adverse legislation had checked the industry by imposing taxes intended to restrict it. European legislation on margarine was designed as a protection to the consumer rather than a penalty to the consumer and manufacturer. Naturally the product had thrived and the industry had given employment to thousands of people, besides reducing the cost of living in every country in Europe. Under normal conditions the production of butter was not sufficient to take care of the demand, and at times its price soared upward until it was out of reach of a great many consumers.

Margarine was conceded, even by its foes, to be a clean wholesome food product, having practically the same food value as butter. Swift's Premium oleomargarine, claimed Mr. Herschmann, could be used wherever butter was used to the same good advantage. There are five or six grades manufactured, varying in quality, the retail price to-day ranging from 30c to 38c per pound.

Government Inspectors Watch It

Continuing, Mr. Herschmann said that margarine was manufactured to-day under the supervision of Government inspectors, who were stationed in each factory, and whose whole duty it was to see that the factory and utensils were clean, process of manufacture sanitary, and that only suitable and wholesome materials were used.

The regulations in Canada, he said, provide that margarine must be put up in a one or two-pound carton for domestic use. They also provide that it may be sold in tubs or larger packages to bakers, lumber camps or people who do not resell. On this basis they have a tendency to protect the consumer when buying margarine.

Some Questions Asked

At the conclusion of the address a number of questions were asked the speaker. The answers to these questions will prove of value to retailers, because they indicate what the general public want to know about margarine.

One question was why there were four or five grades of it manufactured by a firm. Would not this tend to confuse the consumer in buying it from the retailer? How was a customer to distinguish between any two grades?

Mr. Herschmann's reply was that there were several grades for the same reason as there are several grades of butter. A customer that desired the best would have to become acquainted with the various brands and buy the brand which she knew to be the best. In short, the brand name was the only way he knew of by which to distinguish the various grades.

"Is there cottonseed oil in margarine?" was another question asked. The speaker pointed out that this was the case. Cottonseed oil is used in the manufacture of it.

"What is the composition of the oleo oil?" was asked. Mr. Herschmann said this was the oil that resulted from the pressing of the beef fats.

Still another question was: "I understand in the Old Country the term 'oleo' is not prefixed to the name margarine. It is simply called margarine. Is there any prejudice attached to the term 'Oleo?'" Mr. Herschmann was in doubt as to whether there was or not, but did not think it was very much the case as far as the United States was concerned. There might be some prejudice, because people did not understand exactly what the term "Oleo" meant.

REASONABLE ENOUGH

"Hey, mister, will you please be a U-boat?"

A question asked was how the natural butter color was given to margarine when the law prohibited the use of coloring matter. The reply was that the creamery butter used in its manufacture gave it this color.

In reply to another question, Mr. Herschmann said that the elements of food value in margarine were practically the same as those in creamery butter.

FOOD CONTROLLTR PROPHESIES FOOD SHORTAGE

Urges the Need for a Better Spirit, and a Better Understanding of Actual Needs and Actual Conditions

At a meeting of manufacturers, wholesalers and retailers held in Toronto at the call of the Hon. W. J. Hanna, the main business of which is reported elsewhere in this issue, the Food Controller made some very startling statements that might well be called to the attention of the grocery trade. "The food situation to-day," said Mr. Hanna, "is one that requires the very best attention not only of those concerned with the best interests of Canada, but also of the man concerned with the best interests of himself and his family. The very best judgment of the men best qualified to know what the situation actually is, points to the startling fact that inside of four months or five at most the world's food supply will be reaching a place where it will not be what we want but what we can get.

My department is sometimes asked, "Why don't you simply say that things have to be and they will be." I am not so sure of that. But I am sure that if we can get the assistance that the situation demands and deserves that we will get better results than if we merely legislated.

What we can accomplish by conservation in Canada is of course a very small item in the face of the world scarcity. But we believe that by inculating a spirit of conservation we will be inculcating a spirit that will be instrumental in ensuring increased production.

I do not know what the solution of this problem of labor may be, but I do know this, that one man working on the land in France and England represents only 200 bushels of grain, and that the same man working on our virgin lands would represent a production of 2,000 bushels. That would seem to point us directly to one of our greatest opportunities and obligations."

BURLINGTON, ONT., GETS CO-OPEARATIVE DELIVERY

A co-operative delivery was started in Burlington a little while ago and so far has proved itself an unqualified success. The number of merchants who have united with it is as yet comparatively small, but this is not due to any hostility on the part of the others, but merely to private difficulties in the way of disposing of present equipment. Many of those not yet associated with the scheme when spoken to by CANADIAN GROCER expressed their intention of ultimately joining. Those merchants at present using the system have found it very satisfactory. There are four deliveries daily to all parts of the town. This would have been almost an impossibility under the old system on account of the stretch of territory occupied by the town. Three rigs are used and all call at the store at the same time. The charge for the service varies with the character and amount of the business, the average charge would probably amount to about ten dollars a week for an average sized grocery store.

"Jack, I believe that was a bad shilling you put in the collection plate for the heathen."

"Quite true, I owe the heathen a grudge for eating a missionary uncle of mine."

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

PERMITS to import margarine into Canada from the United States had not been issued during the first of this week but commission men showed confidence that supplies would in all probability reach the Canadian market by Thursday of this week. It is a question of getting licenses from the Department of Food Control in that country. The licenses to ship cottonseed oil into this market are being issued sparingly and supplies of shortening are accordingly quite limited. Lard is in good demand as a result of the short supplies of shortening. There has been an uneasy feeling in the butter market during the week as a result of the advent of margarine. There is a free movement of butter at the present time owing to the demand occasioned through the Christmas trade. Storage eggs were in firmer tone as a result of the reduction of stocks on this continent. Cold weather is interfering with the production of new-laid eggs and these are very scarce. There is a good demand for poultry, and turkeys, geese and ducks showed an upward tendency. Trade preceding the holiday period is good, as there is a good demand for all commodities to help along with Christmas cheer.

Live Hogs Go Up to $19.50

Montreal.

PROVISIONS.—Prices closed stronger again with live hogs quoted at $18.75 to $19.50 per cwt. This is a very cold time for shipping and probably has something to do with the light receipts. Shipments were better than last week, however. The quality has shown some improvement, although there is still much to be desired in this respect. Dressed hogs are in fair demand, with prices ruling at $25 to $26 per cwt., according to weights. As far as the dressed hog market is concerned there is only a moderate demand. Christmas week, and in fact for two weeks at this season of the year, is usually quiet.

Hogs, dressed	25 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	18 50	19 00
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Lard Prices Firm; Supplies Are Limited

Montreal.

LARD.—There is a very good demand for lard, as supplies for the holiday trade are now being replenished by the retail dealers. Prices are very firm, and the opinion prevails that they will go higher, though no changes are recorded by jobbers. The stocks in wholesalers' hands are quite limited, and with little prospect of these being improved for the immediate future.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Some Uneasiness in Shortening Market

Montreal.

SHORTENING.—Firmness marks the shortening market this week. It is stated that little cottonseed oil is to be obtained, supplies coming forward being of limited quantities. There is a good demand for the product, and supplies are so limited as to cause uneasiness for the immediate future.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Poultry Supply Light; Prices Never So High

Montreal.

POULTRY.—"Never in the history of Canadian poultry business have prices reached such high levels," said a large dealer to CANADIAN GROCER this week. This applies to the prices obtaining for turkeys, geese and ducks in particular prior to the holiday season. It denotes unmistakably that, with the high prices asked and being obtained for feeds of all kinds, there will be no cheap poultry for some time. It is also pretty certain that the average quality of receipts will be only fair. Some nice turkeys are to hand this week, and these are selling for 35c per lb. to the retail trade. All poultry is very scarce and it is felt that there will be a shortage for the Christmas trade.

	Dressed	
Poultry—		
Old fowls	0 23	0 25
Chickens, crate fattened	0 28	0 30
Roasting chickens	0 26	0 28
Young ducks	0 27	0 28
Turkeys (old toms), lb.	0 29	0 34
Turkeys (young)	....	0 35
Geese	0 23	0 24

Storage Eggs Are Firm; Demand Much Better

Montreal.

EGGS.—Owing to the great scarcity of new laid eggs there has been a very much better tone to the market for storage stock, and in some quarters there is a firming tendency and 2 cents per dozen higher is being quoted. The upward movement is in sympathy with the considerable advances made in United States markets. The prohibitive prices for fresh and new-laids has also had much to do with this firming of the market. Of the latter, few supplies are to be had with little improvement likely for some time.

Eggs—		
New-laid (specials)	0 60	0 70
Selects	0 43	0 45
No. 1's	0 40	0 42
No. 2's	0 38	0 39

Cheese Sales Light; Retail Demand Fair

Montreal.

CHEESE.—Sales of cheese are confined to sorting business generally, and there has been a somewhat better request from local retail stores. Old cheese is meeting with favor among the trade here and is selling best. Prices are maintained.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Margarine is Coming; Demand Seems Fair

Montreal.

MARGARINE.—Some disappointment was expressed because of the difficulty in securing supplies of the new product last week. There is a very good demand for the product due to the fact that so many wish to try it out. It will be a week or two before it is known whether the public wish to continue using it. Prices are quoted at from 27 to 31 cents per pound, according to quality and style of prints or packages.

Margarine—			
Prints, according to quality, lb.	0 28	0 30	0 31
Bulk, according to quality, lb.	0 27	0 29	0 30

Butter Quiet But Firm; Year's Receipts Light

Montreal.

BUTTER.—Trading is quiet but the tendency of prices is firm this week, with quotations a little higher than those of a week ago. Margarine's effect does not seem to have caused any panic and price lowering has not been the reality that was thought probable in some quarters. There was a sale on the Board of Trade, this week and when a rather fine lot was offered, of finest creamery, the prices rose and closed on a 2c higher bid. Re-

ceipts for the year thus far show a big shrinkage, there being no less than 145,000 packages short of 1916's record.

Butter—

Creamery prints (fresh made).	0 43	0 45½
Creamery solids (fresh made).	0 43	0 45
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	....	0 40

Demand for Fish Fair; Oysters Reported Short

Montreal.

FISH.—The holiday season has had an effect in decreasing demand for some lines of fish. So much poultry is wanted that there is naturally an effect on the fish trade. For the season of year a fair amount is selling. Three fast days this week, in the Province of Quebec, will serve to stimulate a better demand for many lines of fish. The catch of tom cods is short, and the price will be high. These are now quoted at $4.25 to $4.50 per barrel. The catch is perhaps not more than 25% of the average yearly amount. Other prices are unchanged.

SMOKED FISH.

Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 20
Bloaters, per box 60/100	....	1 75
Kippers, per box 40/50	....	2 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	$12 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout. red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	15 00 16 00
Green Cod (large bbl.)	16 00 17 00
Mackerel. No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	12 00
Codfish, 2-lb. blocks (24-lb. case)	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 25

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 40
Prawns, lb.	0 30
Shrimps, lb.	0 28
Scallops	4 00

FRESH FROZEN SEA FISH.

Halibut	21	22
Haddock, lb.	07½	8
Mackerel	12	13
Cod steak, fancy, lb.	09½	10
Cod—Toms	4 25	4 50
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	..	25

FRESH FROZEN LAKE FISH

Pike, lb.	0 11½	0 12
Perch	....	0 13
Whitefish, lb.	0 15	0 16
Lake trout	0 17	0 18
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No. 1	....	0 17
Smelts, No. 1 large	....	0 22
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	11 00
Malpeque oysters (med.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl.	....	9 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 13
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

Plain Backs Are Slightly Easier

Toronto.

PROVISIONS.—There was a slightly easier tendency in plain backs during the week, in one quarter the price having been reduced ½c per pound, making the range from 36½c to 42c per pound. In the barrel pork, on the other hand, there was a firmer tendency in some quarters and prices were advanced $1 per barrel. In the live hog market prices reached $18.50 for fed and watered but supplies at the first of the present week were coming fairly free and prices dropped down to the basis of $18. Dressed hogs were somewhat easier at $24.50 to $25 per hundred. Demand for meats is reported to be keeping up well in the face of the holiday period when it is usually expected that consumption will not be as heavy.

Hams—		
Medium	0 30	0 32
Large, per lb.	0 26	0 29
Backs—		
Plain	0 36½	0 42
Boneless, per lb.	0 42	0 45
Bacon—		
Breakfast, per lb.	0 36	0 40
Roll, per lb.	0 29	0 32
Wiltshire (smoked sides), lb.	0 34	0 35
Dry Salt Meats—		
Long, clear bacon, lb.	0 26½	0 28
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 43
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40
Barrel Pork—		
Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	59 00
Pickled rolls, bbl., 200 lbs.	52 00	54 00
Hogs—		
Dressed, abattoir killed	24 50	25 00
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Margarine From U.S. Expected In This Week

Toronto.

MARGARINE.—Importers of margarine expected that the product from the United States would be released for export on Monday of this week and that the first shipments from that quarter would probably come into the local market on Wednesday or Thursday of this week. The United States department of Food Control withheld licenses to export although it was confidently expected that it would come forward during the latter part of last week. The licensing system is getting under way in that country rather tardily. There is confidence among local commission men that supplies are going to be permitted to come forward. As soon as the licenses are granted some of the Canadian dealers expect to have their first shipments rushed forward by express. The Canadian manufacturers had the market entirely to themselves last week. Interest was keen in the product. The Canadian product is confined so far to No. 1 grade, which sells to the retail trade at 32c per pound. This was selling to the consumers at 35c per pound in this city.

Margarine—		
1-lb. prints. No. 1	$0 32	$....
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Licenses To Import Cottonseed Oil Are Few

Toronto.

SHORTENING. — So far licenses by the United States Department of Food Control to ship cottonseed oil into the Canadian market have been issued very sparingly. It seems to be the intention of the United States Government to allow only such quantities of this product to come into Canada as will suffice for our own consumption. Up to the time the amount released for import into Canada has not been sufficient to cover requirements. It is understood that heretofore some of this cottonseed oil was used by Canadian dealers for export to other countries. The United States apparently is determined to do any export that is necessary without the necessity of this product coming into Canada and then being shipped out again. Supplies of shortening were very limited during the week as very little cottonseed oil has come forward since the operation of the embargo and the licensing system. For the most part prices were on the basis 24½ to 25¼c per pound tierce basis.

Shortening, tierces, 400 lbs., lb.	0 24½	0 25¼

In 60-lb. tuhs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Good Demand For Lard For Christmas Trade

Toronto.

LARD.—There has been a good demand for pure lard in the face of the shortage on shortening materials. With more baking in progress at this season of the year larger quantities are being used. Prices accordingly ruled firm during the week. Prices of live hogs were maintained at firm levels during the week and this is having its effect on the lard market. In some quarters pure lard on tierce basis was quoted at 29c per pound.

Lard—		
Lard, pure tierces, 400 lbs., lb.	0 28½	0 29

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Uneasy Feeling Prevails In Butter

Toronto.

BUTTER.—There was an uneasy feeling in the butter market during the week as a result of the anticipated coming into the market of margarine. There has been a good demand for butter of all kinds due to the increased use for this commodity at the holiday season. Fresh made creamery butter was scarce and in good demand. That which came into the market was inclined to be feedy in taste. Storage butter moved freely during the week. There are small quantities of dairy butter coming into this market. Prices on the various lines were steady.

Creamery prints, fresh made	0 47	0 48
Creamery solids, fresh made	0 45	0 46
Creamery prints, storage	0 44	0 45

Creamery solids, storage	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy, prints, lb.	0 34	0 36

Storage Eggs Again Give Evidence Of Firmness

Toronto.

EGGS.—There was a continuation of the firm market for storage eggs, following the upward trend noted last week. There has been a good consumption of eggs both in Canada and the United States and considerable supplies have gone forward into the export trade. Visible stocks of eggs in storage in the United States were reduced to 595,000 cases which is rapidly bringing the surplus down to a reasonable basis. In view of the situation No. 1 storage eggs were advanced 1c per dozen and were quoted at 44c to 45c per dozen. Storage selects, however, held steady at 46c to 48c. Cold weather is greatly hampering the hens in their productive work on new-laids and prices were very firm, the range being from 65c to 70c per dozen, with the higher figure more generally prevailing.

Eggs—		
New-laids, in cartons	0 65	0 70
Storage selects, ex-cartons	0 46	0 48
Storage, No. 1, ex-cartons	0 44	0 45

Cheese Market Pursued Even Course

Toronto.

CHEESE.—There was an even course displayed in the cheese market during the week, as the Cheese Commission remained sphinxlike in their buying attitude and maintained their price of 21¾c per pound. There is a fair demand in the local market and local quotations held unchanged.

Cheese—		
New, large	0 22½	0 23¼
Old, large	0 24	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Geese, Turkeys And Ducks Go Higher Still

Toronto.

POULTRY.—Retailers show confidence that there will be considerable supplies of poultry go into consumption for the coming Christmas trade as they have been taking good quantities from commission houses. Supplies of turkeys reaching the market have so far been light. Ducks and geese are not coming in sufficient volume to meet present requirements and prices went up from 1c to 3c per pound. Dealers increased their bids for live ducks 1c per pound and for dressed from 1c to 2c per pound. Dressed geese on the other hand advanced 2c to 3c per pound in the amount being paid by commission men. Bids for live turkeys were increased 2c per pound, making the range 23c to 27c. Dressed turkeys were advanced to 32c to 33c in price being paid by wholesale houses. Prices quoted to the retail trade were advanced 1c per pound in certain quarters, while dressed turkeys went up as much as 3c per pound in some quarters. Dressed geese to the retail trade were advanced 3c to 4c per pound, the range being 23c to 27c.

Prices paid by commission men at Toronto:	Live	Dressed
Ducks	$0 13-$0 18	$0 16-$0 24
Geese	0 16- 0 18	0 22- 0 23
Turkeys	0 22- 0 27	0 32- 0 33
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 28
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 22-0 27	0 30-0 38
Geese	0 17-0 19	0 23-0 27

Oysters Decline 25c; Ciscoes, Mackerel Down

Toronto.

FISH, OYSTERS.—A decline of 25c per gallon was recorded in the price of oysters during the week, which now makes the range of prices from $2.50 to $3.25 per gallon. A decline at coast points has been responsible for the drop in the local market. There has been a good movement of oysters during the past week, induced by the cold weather. Kippered herring in boxes have declined in certain quarters to $1.75 per box, making the range now $1.75 to $2. Ciscoes have also declined 1c per pound in some quarters and are now quoted at 16c to 17c per pound. Labrador herring in half barrels is firmer, the low quotations having been advanced 25c. Frozen halibut was firmer and prices were advanced to 21c per pound in some quarters. Qualla salmon gave evidence of weakness and was quoted at 13c to 15c per pound. Some white spring salmon was quoted at 13c per pound. Frozen sea herrings were firmer, the low quotations having been advanced 1c, making the range of prices 5c to 6c per pound. Frozen lake herrings in sacks were quoted at 5c per pound. Frozen mackerel was quoted as low as 9c per pound in some quarters. Steak cod and haddock were very scarce during the week, there being practically none offered. Storms on the Eastern coast have been interfering with the operations of the fishermen. Yellow pickerel in case lots were quoted at 12½c per pound. Frozen mullets were in the market and were quoted at 6c per pound.

SMOKED FISH.		
Haddies, per lb., new cured	....	0 14
Chicken haddies, lb.	....	0 12
Haddies, fillets, per lb.	0 16	0 18
Ciscoes, per lb.	0 16	0 17
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 2-lb. blocks	....	4 50
Strip cod, lb.	....	0 12
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits 15 lbs.	....	2 50
Labrador salt herring, barrels	10 00	10 75
Do., half barrels	5 25	5 50
FRESH SEA FISH.		
Halibut, frozen	0 20	0 21
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Do., White, spring	0 13	0 13½
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 05	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 09	0 10
Cod, market, heads on, lb.	0 09	0 10
Mackerel, frozen, lb.	0 12	0 13
Flounders, frozen	0 08	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, frozen, lb.	0 05	0 08
Herring, pickled, keg 100 lbs.	....	5 50
Pike, lb.	....	....
Whitefish, frozen	0 14	0 15
Trout, lb., frozen	0 15	0 16
Mullets, frozen, lb.	....	0 06
Yellow pickerel, frozen, lb.	0 12½	0 13
Oysters, per gal.	2 50	3 25
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.	....	10 00
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00

Eggs Slightly Firmer; Hogs Should Be Steady

Winnipeg.

PRODUCE AND PROVISIONS. — Last weekend the hog market was standing at 17c and was strong, with promise of fair deliveries. The opinion of packers was that the market should remain steady. Provisions are firm and no changes have taken place. Stocks are very small. Eggs. — This market is slightly firmer, due in part to the increasing demand and partly to the fact that outside markets have advanced. The Chicago market is up 5c per dozen. Butter is unchanged and the outlook is for a steady market.

Hams—		
Light, lb.	....	0 32
Medium, per lb.	....	0 30
Heavy, per lb.	....	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 42
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 80
Cases, 5s	....	17 03
Cases, 3s	....	17 10
Lard, Compound—		
Tierces	....	0 23
Tubs, 50s, net	....	11 63
Pails, 20s, net	....	4 90
Fresh Eggs—		
No. 1 candled	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39
Margarine—		
No. 1	....	0 32
No. 2	....	0 30
No. 3	....	0 27

Better Demand For Compound In The West

Winnipeg.

LARD.—There is no change in price following the advances announced last week on pure lard. Sales on compound lard especially are very good.

Lower Grades Of Margarine Imported

Winnipeg.

MARGARINE. — Unless some unexpected obstacle should come in the way the wholesale trade expected to be in a

(Continued on page 45.)

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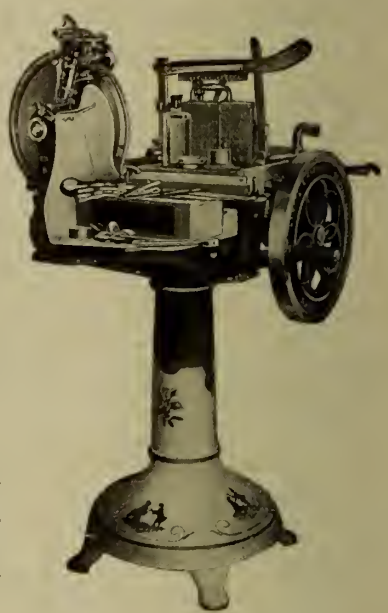

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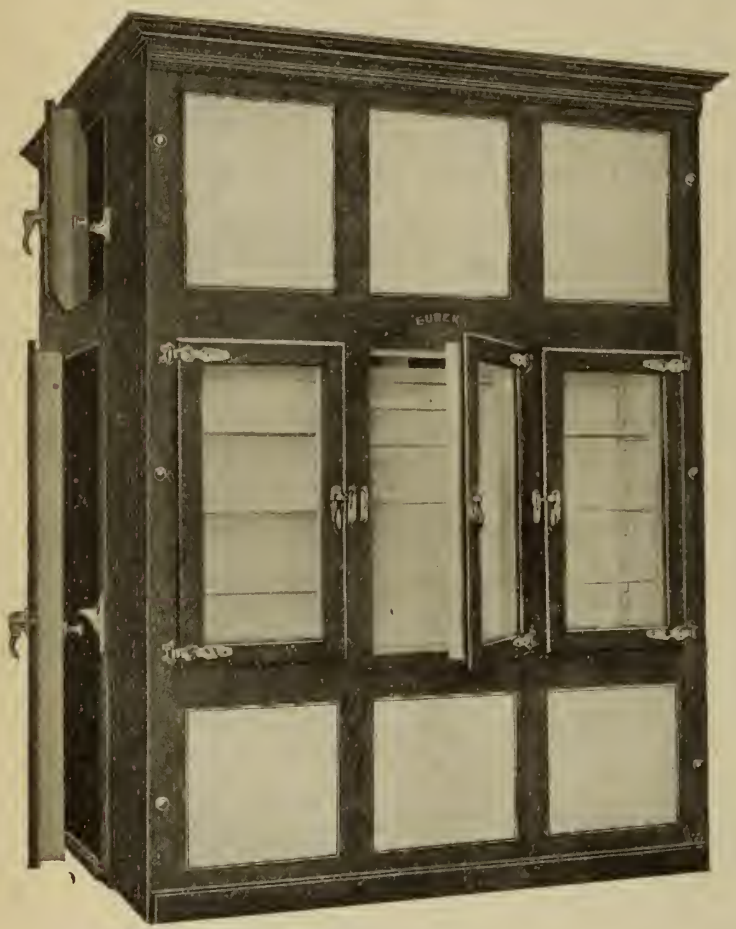

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DECEMBER, 1917

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"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line.

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 463

WETHEY'S Orange Marmalade IS WITHOUT A PEER

"One try satisfies"

ORDER IT FROM YOUR JOBBER.

J. H. WETHEY, LIMITED

St. Catharines, Ont.

For Sea Foods Use the

Riteshape

Bulk foods recognized the world over as lowest in cost to the consumer.

Food control measures can be largely nullified by improper packaging.

In every sale of food enters the cost of getting it into such shape that it can be carried home or delivered.

The package must not absorb the oil or moisture of food or waste it.

The package must not be so expensive that it adds unreasonably to the cost of the food.

There is only one answer to all these conditions. A "Riteshape" dish.

"Riteshapes" are made from hard maple and will not soak up juices or oils from food.

The "Riteshape" is the strongest dish in the world. It will protect anything put into it.

"Riteshapes" make a neat and tidy package for any commodity.

Put your bulk food lines on a "Riteshape" basis, and know that you are using the scientific and economical way to distribute them.

Victoria Paper & Twine Company
LIMITED

TORONTO Montrea

Made and guaranteed by
THE OVAL WOOD DISH COMPANY
Delta, Ohio, U.S.A.

If interested, tear out this page and keep with letters to be answered.

A delicious, easily prepared summer dessert for every customer

There's a purity and a delicate flavor about *"Cox's" Instant Powdered Gelatine* that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags

We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
247-255 CARLAW AVE., TORONTO, CAN.

If interested, tear out this page and keep with letters to be answered.

Help Your Customers To Economize

Eggs cost anywhere up to $1.00 per dozen; this means that they are too expensive for the average householder to use for cooking.

"POPULAIRE'S" EGG POWDER

for cakes, puddings, etc., does the same work and gives equal satisfaction to fresh eggs.

A 10c package contains the equivalent of one dozen eggs.

You can sell it easily and make good profits.

Write for prices today

THE IMPERIAL COMPANY, Reg'd
645 St. Valier Street, Quebec, P.Q.

There's Quality and Quantity in "BULLDOG" CLEANERS

The exacting chemical supervision under which they are produced is a thorough guarantee of good quality in every "Bulldog" Cleaner.

Atrractively labeled generous sized packages attract attention and make sales easy. And every sale is a "repeat" getter.

Grocers everywhere are making good profits pushing the 19 "Bulldog" Cleaners.

Be one of them.

The John B. Paine Co., Limited
MANUFACTURERS
Factories at Toronto and Winnipeg

How to sell

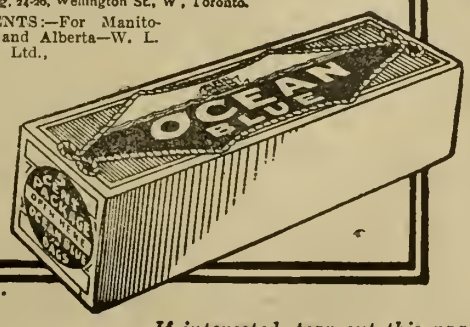
OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Grav Building, 24-26, Wellington St., W, Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Prices of

CHAMBERLAIN'S REMEDIES

will be advanced January 1st.

Get your order in to-day.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

If interested, tear out this page and keep with letters to be answered.

Spending $1,900 or so on Advertising

How Modest Appropriations can be used Effectively—the Correct Principle in Advertising.

THE average annual advertising appropriation in Canada is said to be somewhere round $3,000. This seems a very small sum. Yet even smaller sums can be made to accomplish excellent results. Thus a sum slightly under $1,250 will give a national advertiser a really strong campaign covering the whole of Canada; and a sum under $650 can be used effectively if one's particular field is the farm field.

The Correct Principle In Planning An Advertising Campaign

Before we define how these sums can be employed, we shall first define the correct principle in planning an advertising campaign.

This principle is: (1) Decide on the one best medium reaching the class of persons likely to give you business; (2) use this medium in an attention-commanding way—that is, use advertisements bold enough in size and display to assure the attention of readers; and (3) give this "first" or chief medium your full schedule—that is, all the insertions you deem necessary to secure your object.

If your appropriation for advertising permits the use of more mediums than one to be used simultaneously, use each additional medium listed after the manner of the first one chosen; that is: (1) use it adequately; (2) give it bold "copy," and (3) a full schedule of insertions.

As against this method and idea is the following practice: (1) Decide on the sum you want to spend; (2) make up a list of all the mediums you would like to use; (3) decide on the number of insertions you think is necessary; and (4) let these three factors in combination determine the size of the advertisements. The consequences of this method are (1) small-size "copy," and (2) a thin—very thin—scratching of much soil. Now Experience in the advertising world, as in other worlds, says: Concentrate, intensify, get out of each unit all that it can be made to yield; multiply units only when each unit employed is being worked to its maximum. This is the teaching of Experience, substantiated by your own knowledge, if you will think it out.

Two "First" Canadian Mediums

Consenting to the principle as above defined, the selection of the "first" or chief mediums becomes fairly simple.

MACLEAN'S MAGAZINE is the "first" or chief medium in Canada among all monthly magazines of the general or family type having national circulation.

FARMERS' MAGAZINE is the "first" or chief farm paper in Canada having national circulation.

MACLEAN'S MAGAZINE, with its 50,000 circulation, has achieved circulation results in its smaller field comparable with the achievement of the most largely circulated U.S.A. magazine of the same general class in its 20-times-larger field. The circulation of MACLEAN'S MAGAZINE in Canada is the equivalent of a million circulation in the United States.

The circulation of FARMERS' MAGAZINE (27,000-30,000) in Canada is the equivalent of 600,000 in the United States.

Determining Dominant "Copy"

Granting that these two mediums are the "first" or chief mediums in their respective classes; the next thing to consider is what is dominant or adequate or sure-to-get-attention space. Obviously a full page is dominant space; so also is 2/3 of a page. Half a page may be. We shall compromise, for the sake of illustration, on a space occupying 2/3 of a page—a space measuring 10 inches deep (a full column in either medium) by 2 columns wide. This means "copy" measuring 20 inches, or 280 agate lines.

We'll suppose, further, that one insertion each month, for the whole year, is scheduled in each medium used. That is a total of 3.360 agate lines (280 lines monthly x 12).

The Cost of a Strong Campaign

So the cost of an all-the-year-round campaign in each medium becomes:

MACLEAN'S,	3,360 lines	@ .37=	$1,243.20
FARMERS'	3,360 lines	@ .19=	638.40
Both Mediums			$1,881.60

If one's field takes in urban and rural communities, then a year's advertising in "first" or chief mediums, using dominant "copy," and with full schedules, can be obtained for a little less than $1,900. If one has more to spend, then other mediums can be added, each used dominantly and fully, until the limit of one's appropriation is reached.

Remember that it is wisest to grow into advertising than to go into it. Many an advertiser has started out beyond his strength, and came to grief, perhaps, blaming advertising rather than himself for the failure.

The Local Influence of National Mediums

Now a word about the **local** effect of advertising in these two mediums—the effect on consumers and dealers. First, on consumers. When we talk about magazines having **national influence**, we really mean that this national influence is the sum of its influence on each individual subscriber or home; for it is clear that any single copy of a magazine can and does influence only those persons who read it. Which means, that a magazine's influence is exerted primarily on persons, and that its national influence is the aggregate of its personal influence.

So a magazine has personal, family, community, and national influence, progressively.

This influence has **local** effect. It sends persons and families to local dealers to obtain what may be advertised; and it helps local dealers to sell nationally-advertised goods to persons and families familiar with advertised goods—this because of the magazines they subscribe to.

All of which means that the national advertiser, using magazines as his mediums, secures local community effect and national effect at one and the same time, and thus accomplishes economically his two objects.

This Advertisement is Addressed to You

This advertisement is addressed, in particular, (1) to those who are contemplating an advertising campaign to help them merchandise their products; (2) to those who are as yet in the beginners' class of national advertisers; (3) to those who are not wholly satisfied with past results, which may be a consequence of employing wrong methods or following wrong ideas; and (4) to those successful advertisers who want to strengthen their success.

In the limits of this page, it is not possible for us to elaborate the above and other ideas as fully as we would like; nor to convey all desired information concerning MACLEAN'S MAGAZINE and FARMERS' MAGAZINE. We have, for example, detailed circulation statements of these two magazines, by provinces and counties, and in the case of MACLEAN'S by towns. Also, we have printed matter designed to prove that "a little advertising in a few magazines" has been and is the way to great success by many famous advertisers. Send for copies of "Good Stuff about Canadian Magazines" containing information of the sort indicated.

Planning an Advertising Campaign for 1918

THE year 1918 is at hand, and you probably are shaping your merchandising plans. It is important, in such case, that you should know much about the service which the two magazines named above, separately or in combination, can render you.

Write for the proffered copies of GOOD STUFF, this as a first step.

The MacLean Publishing Company, 143-153 University Avenue, Toronto

Publishers of MACLEAN'S MAGAZINE and FARMERS' MAGAZINE

TO Brunswick Brand dealers everywhere we extend our Heartiest and Sincerest Wishes for a Happy Christmas and a Most Prosperous New Year

CONNORS BROS.
BLACK'S HARBOR, N.B.

STOP THE WASTE!

ALL STEEL
CLIMAX
FIREPROOF
Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Keep Your Eye on Raisins

SUN-MAID Raisins are being advertised more than ever before. More people are buying them. People are learning that raisins help them save butter, wheat, sugar and meat.

Always something new to help you sell more Sun-Maid Raisins

Keep up your stock of Sun-Maid Raisins. Three varieties: Seeded seeds removed; Seedless grown without seeds; Clusters on the stem.

Your Own Advertising Tie-up

Send for dates of our magazine advertising so you can put in Sun-Maid Raisin displays and get direct results from our ads.

California Associated Raisin Co.
8,000 Growers FRESNO, CAL.

Order your canning boxes early and get prices from

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

We quote by return mail.

Just try how Wonderful Soap Sells

You need not take our word for the fact that Wonderful Soap is a steady seller and a strong repeater. Prove it in your own store. The results will convince you.

Did You Ever Feature Crystal Soap Chips?

Guelph Soap Co.
Guelph, Ont.

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

If interested, tear out this page and keep with letters to be answered.

To one and all of our Customers we extend cordial Christmas and New Year's Greetings

Mount Royal Milling & Mfg. Company

D. W. Ross Company, Agents

Montreal

Walter Woods and Company

wish their numerous customers a Christmas full of happiness and a New Year of good health and prosperity.

Walter Woods & Co.
Hamilton and Winnipeg

MAY the ties of friendship be strengthened in these arduous times, and let 1918 bring happiness with

Merry Christmas

and

Prosperous New Year

to all our friends and customers.

L. Chaput, Fils & Cie, Limitée

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles St. MONTREAL

—Established in 1842—

If any advertisement interests you, tear it out now and place with letters to be answered.

Greetings

May your
Christmas be a happy
one and may the New
Year bring you health
happiness and
prosperity

Charbonneau Limited

Mfrs. of Imperial (Regd.) Maple Cream Butter, Syrup, Biscuits & Confectionery

MONTREAL

DISTRIBUTORS:

C. Morris & Co.,
TORONTO, ONTARIO.

H. D. Marshall,
OTTAWA CITY.

The Robt. Gillespie Co.,
WINNIPEG.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 81
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes,	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large crystals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.80
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11
(20 lb. boxes ¼c higher).	

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs.	0.07½
Half bbls., about 350 lbs.	0.07¾
¼ bbls., about 175 lbs.	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case	5.75
20-lb. tins, ¼ doz. in case	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD MAGOR, SON & CO., LTD.

Robinson's Patent Barley	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads. 8½s, 14 lb. cads, per lb.	$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7½s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virgina, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 58
Walnut, 9s	0 70

Greetings to the Trade

To our customers and friends everywhere we send Season's Greetings and take great pleasure in heartily wishing them a Merry Christmas and a Prosperous and Happy New Year.

Furnivall Quality and Furnivall Service will be important factors in the realization of a truly Prosperous New Year. Resolve now to keep the Furnivall lines always displayed. They always repeat.

And your wholesaler can supply you.

Furnivall-New, Ltd.

Hamilton, Canada

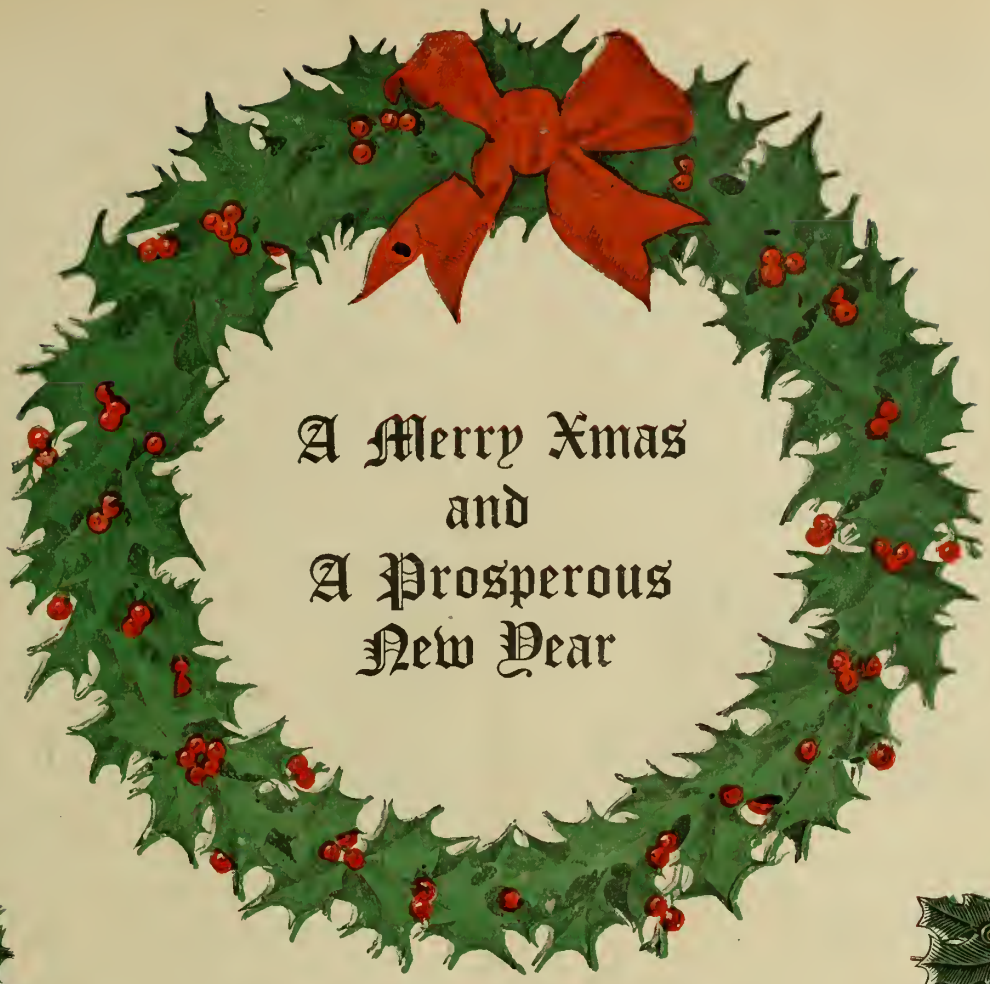
A full measure of Christmas joys

We gladly take advantage of the occasion to wish our many friends a full share of the season's good cheer and happiness.

Anchor Caps on all the food products in glass that you pack or handle will help bring to you and your customers the good fortune and prosperity we sincerely wish you for the coming year.

Anchor Cap and Closure Corporation of Canada, Ltd.

50 Dovercourt Road
TORONTO



A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

AUTOMATIC-MADE ROUND AND SQUARE CANS FOR MEAT, FISH, FRUIT, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS

MONTREAL
CANADA

For Grocers Who Think

Grocers who think about their business are always on the alert to find ways and means of increasing sales.

We have no *arguments* as to *why* you should buy what we make, but there are some excellent *reasons* why you should *sell*

Sunset Soap Dyes

They appeal to women, who comprise the bulk of your trade.

—take up little space on your counter.

—find willing purchasers.

—simple and cleanly to use; colors are clear and lasting.

—do their work so well, every user tells her neighbors about them.

—the investment is small.

—the profit is liberal.

—the turnover frequent.

—many grocers are making a big selling success with Sunset Soap Dyes.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY LIMITED

TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.

NEW ROCHELLE, NEW YORK

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can.....
No. 16 Jar.....
No. 4 Jar.....
No. 10 Can.....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can....
No. 10 Can.....
Picnic Can.....

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.

Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.

Lunch Ham—1s, *$4.25; 2s, $8.

Ready Lunch Beef 1s, *$4.25; 2s, $9.

English Brawn—½s, $2.50; 1s, $3.50; 2s, $8.50.

Boneless Pigs' Feet—½s, $2.50; 1s, $3.50; 2s, $8.50.

Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.

Boiled Beef 1s, $4; 2s, $8.85; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.

Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.

Cambridge Sausage, 1s, $4; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.

Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal Pate—½s, $1.95.

Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s, 70c; ½s, $1.35.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2.

Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50; 2½s, $17.50; 3s, $19.00; 3½s, $20.60; 6s, $45.00.

Ox Tongues, glass, 1½s, $14; 2s, $17.

Mincemeat, in tins, 1s, $2.70; 2s, $3.80; 5s, $12.
In Pails, 5 lbs., 20c; 10 lbs., 19½c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.

Clark's Tomato Ketchup, 8-oz., $2.25; 12-oz., $2.80; 16-oz., $3.50.

Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s, $1.15; 1½s, $1.60; 2s, $1.75; 3s flats, $2.45; 3s, talls, $2.75.

Pork and Beans, Tomato Sauce, blue label), Talls, 1s, $1.25; 1½s, $1.85; 2s, $2; 3s talls, $3.20; 3s flat, $2.90.
Individuals, 95c doz.

Pork and Beans, Chili (red and gold label), 1s, $1.25; 1½s, $1.85; 2s, tall, $2; 3s, flat, $2.90.

Vegetarian Baked Beans, Tomato Sauce, 2s, talls, $2.

Clark's Chateau Chicken Soup, $1.75.

Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, $1.25.
1 doz. per case, at $10.00; 10-oz. bottles, $5.00.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.

Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.; 10-oz. bottle, $5.

Canadian Boiled Dinner, 1s, $2.50.

English Plum Puddings, 1s, 2s.

Ready Lunch Veal Loaf—½s, $1.95; 1s, $3.90.

Ready Lunch Beef Ham Loaf—½s, $1.95; 1s, $3.90.

Ready Lunch Beef Loaf—½s, $1.95; 1s, $3.90.

Ready Lunch Assorted Loaves ½s, $2.00; 1s, $3.95.

Geneva Sausage—1s, $4.25; 2s, $8.25.

Roast Mutton—1s, 2s, 6s.

Boiled Mutton—1s, 2s, 6s.

Cooked Tripe—1s, $2.50; 2s, $4.25.

Stewed Ox Tail—1s, $2.50; 2s, $4.50.

Stewed Kidney—1s, $4.00; 2s, $7.00.

Minced Collops—½s, $2.00; 1s, $3.25; 2s, $6.00.

Sausage Meat—1s, $3.50; 2s, $5.50.

Jellied Hocks—2s, $8.00; 6s, $25.00.

Irish Stew—1s, $3.50; 2s, $5.50.

Boneless Chicken—½s, $6.00; 1s, $9.00.

Lunch Tongue—½s, 1s, 2s.

Tongue, Lunch—1s.

Chateau Brand Pork and Beans 1s, $1.60; 2s, $2.30; 3s, $3.50. Tomato Sauce, individual, $1.00; Plain Sauce, individual, 95c; 1s, $1.50; 2s, $2.05; 3s, $3.25.

Smoked Geneva Sausage—½s, $1.95.

Pate de Fois—¼s, 65c; ½s, $1.30.

Lunch Tongue, in glass, 1s.

Mincemeat, in glass—1s, $3.25.

Brisket Beef, in glass—1s.

Chicken Breasts, in glass—1s.

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

TO
OUR FRIENDS IN
NORTHERN ONTARIO
WE EXTEND

The Season's Greetings

DUNCANS, LIMITED
North Bay, Sudbury, Cobalt, Timmins

OUR
Heavy Christmas Orders
Have all been Shipped.

Rush Orders
We will have fresh arrivals this week.

ORANGES
NAVELS, running heavy to large sizes, mostly 100s, 126s and 150s. Very few small sizes.

VALENCIAS, mostly 150s, 176s and 260s. Fine Quality.

Also Grape Fruit, Lemons, Grapes, Etc.

Your rush orders will be filled promptly.

The House of Quality

HUGH WALKER & SON
Established 1861 **GUELPH, ONT.**

S. DAVIS & SONS, LTD.
CIGAR MAKERS
MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grant Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL
The Largest Cigar Manufacturers in Canada

If interested, tear out this page and keep with letters to be answered.

Christmas Greetings

In extending to you our best wishes for Christmas and the New Year, we would remind you that we are in a position to supply your every need for counter checks (sales) books and advertising novelties of all kinds. Our goods and our prices are right. Let us quote you.

LAWRENCE & CO., LIMITED

251 St. James St. - - - - - - Montreal

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

During the holiday season your customers want the best seeded raisins that they can get—They want the SUN-KIST kind.

The housewife has discovered that all seeded raisins are not alike—That SUN-KIST Seeded Raisins have an individuality all their own. They are California's best from Fresno County—packed under a brand of distinction—in a package of individuality and of quality unexcelled.

Cater to the best trade with SUN-KIST Seeded Raisins.

Wholesale distributers in every territory. ASK THEM

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company

143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Fruits for New Year's

After Xmas you will need considerable sorting up.
Shipments will have to be expressed.

Bananas, Oranges, Lemons, Cauliflower, Celery, Head Lettuce, Sweet Potatoes, Nuts, etc.

Don't fail to give us your ***Oyster*** order for New Year's.

PRICES REDUCED

WHITE & CO., LIMITED

FRUITS AND FISH **Toronto**

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

An Appreciative Wish

That our loyal friends and customers may enjoy to the full the "Merry Christmas" spirit and that their New Year may abound with Health, Wealth and Prosperity is the hearty wish of the packers of the famous Indian Chief Brand Clams.

SHAW & ELLIS

POCOLOGAN, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encylopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than $50,000 to produce this book—but it sells for only $10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENTS WANTED

TRAVELLER—REQUIRED FOR NEW YEAR in Toronto city, having good connection with grocers and bakers. Applicants to give full particulars of experience, age and remuneration expected. Litster Pure Food Co., Limited, Toronto.

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EXperienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

THOROUGHLY EXPERIENCED GROCERY man, married, ten years retail trade, desires travelling position, or would take management of live grocery. Have Northern Ontario connections. References. Apply Box 265, Canadian Grocer.

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

REPRESENTATIVE WANTED WITH GOOD connection amongst grocers and bakers in Fort William and district for the sale of our famous products, on liberal commission terms. Litster Pure Food Co., Limited, Toronto.

WANTED — A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessitities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

Canada Leaf Tobacco

FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

Lewis Wigle, Leamington, Ont.

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU aupply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

VOLPEEK

MENDS HOLES in POTS & PANS

NEEDED these days in every home for mending Graniteware, Tin, Aluminum, Iron, etc.; is easily applied with the fingers and hardens in two minutes, making a sanitary mend at a cost of ½ cent. A good War Time Specialty that gives you a good profit. In attractive display stands from your wholesaler, or write us direct.

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

LARGEST CANADIAN DEALER WASTE PAPER

ADEL. 760
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

The money is yours—and we'll get it for you.

That is if you just say the word.
Look over your books. See the number of bad accounts and realize that you are losing money on them every day.
WE CAN GET YOUR MONEY FOR YOU.
Ours is a large reputable organization qualified to collect anywhere.
Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.

PURITY FLOUR

Invariably Satisfies Every Customer

The "Purity" brand is to flour what "Sterling" is to silver.—It's the "Hall Mark" of quality and means the highest achievement in the art of flour making. It's a brand you can and should recommend for *every* baking need.

The better you satisfy your customers, the better they'll satisfy you with more business from themselves and their friends. You know that as well as we.

Send an order for Purity Flour to-day and get your full share of business—and profits.

Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods may always be had by ordering our brands.

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Order Carnation To-day for the Winter Months

The Answer to the Milk Question

For the grocer as well as the consumer

Stock your shelves now with Carnation and Canada First and you will be in a position to take good care of your customers during the winter months. The car-heating service is discontinued on December 31st, so that you will do well to place your order to-day, and insure prompt delivery.

The Dominion Government Standard for unsweetened evaporated milks is 7.2 per cent butterfat content. Carnation Milk has a butterfat content of 7.8 per cent. This .6 per cent more butterfat than required means higher quality.

CARNATION MILK, "from Contented Cows," is being brought to the attention of your customers by constant, well-directed consumer advertising. Advertising backed by quality is creating demand—it is up to you to meet it by keeping Carnation on your shelves.

Any grocer who has sold Carnation Milk, will tell you that once you have introduced Carnation Milk into a customer's home, you will hold that customer's evaporated milk trade. By placing several cans of Carnation Milk in every home in your immediate neighborhood you will soon become the Carnation Milkman for your entire district.

CANADA FIRST holds a reputation with the consumer for quality—a quality which is backed up by official recognition from the Government. See Government Bulletin, No. 208, issued in 1910, and Government Bulletin, No. 305, issued in 1915.

In addition to increasing sales to your present customers, Canada First reputation will bring new customers to your doors. This popular brand of evaporated milk is used for every milk use in the home by thousands of housewives throughout the Dominion.

Your Jobber Has These Brands or Can Get Them For You

For store advertising material and information write to our nearest representative listed below:

R. S. McIndoe	Toronto, Ont.
H. D. Marshall	Ottawa, Ont.
John Bickle & Greening	Hamilton, Ont.
J. Harley Brown	London, Ont.
J. Alex. Gordon & Co.	Montreal, Que.
Dastous & Co., Reg.	Sherbrooke, Que.
Pyke Bros.	Halifax, N.S.
J. Hunter White	St. John, N.B.
Tees & Persse, Ltd.	Winnipeg, Man.
Tees & Persse, Ltd.	Fort William, Ont.
Tees & Persse, Ltd.	Regina, Sask.
Tees & Persse, Ltd.	Moose Jaw, Sask.
Tees & Persse, Ltd.	Saskatoon, Sask.
Tees & Persse of Alberta, Ltd.	Calgary, Alta.
Dominion Brokerage Co.	Edmonton, Alta.
Oppenheimer Bros., Ltd.	Vancouver, B.C.
D. Stewart Robertson & Sons	Kingston, Ont.

CARNATION MILK PRODUCTS CO., LTD.

AYLMER, ONTARIO

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, DECEMBER 28th, 1917 No. 52

May the New Year Bells herald for you the dawn of a most prosperous year

To you—the manufacturer, whose patronage we have enjoyed during the past year, we heartily wish abundance of Good Health, Happiness and Prosperity during 1918.

We assure you the same live resultful service:

Our unusual facilities for Storage and Representation.

Our 20 years' Selling Experience in the West.

Our keen, aggressive salesmen, constantly in touch with BOTH WHOLESALE AND RETAIL TRADE.

These are some of the reasons why you'll find our service a big factor in making 1918 a Prosperous New Year.

We sell direct to the Retail Trade
CHRISTIE'S BISCUITS
and
ROBERTSON'S
CONFECTIONERY

Scott-Bathgate Co., Limited

Importers and Manufacturers' Agents

149 Notre Dame Ave. E. - Winnipeg

We Wish You A Happy And Prosperous New Year

ST. LAWRENCE SUGAR REFINERIES, LTD.
MONTREAL

PROHIBITION
BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

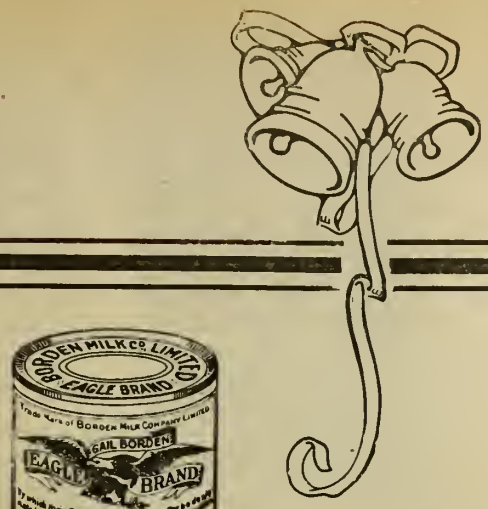
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



A Prosperous New Year

awaits every grocer who makes a point of featuring such good quality customer pleasers as the BORDEN MILK PRODUCTS.

Resolve now, at the beginning of 1918, to show the Borden lines regularly and so link your store with the growing Borden demand. Success surpassing your fondest expectations is our New Year wish for you.

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office:

No. 2 Arcade Building, Vancouver

Makes Your Selling Easy

It is easy to say to the customer that an ordinary extract is "good — you better try it." But that is *not convincing*. It is far easier to state briefly the convincing facts about

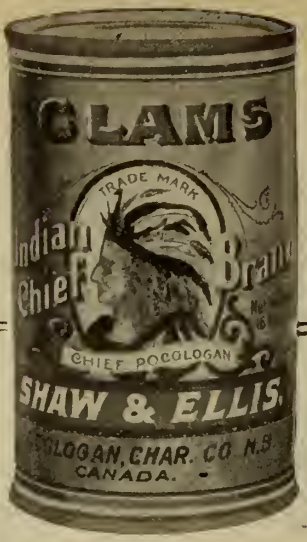
Shirriff's True Vanilla

Just let them know that Shirriff's is 50% stronger than Government requirements, less is needed to give flavor; Shirriff's is made from the best vanilla bean the world produces, namely, the Mexican; the Shirriff process takes a whole year. Shirriff's has a quality reputation of more than thirty years to maintain. It is guaranteed.

You see it is easy to sell Shirriff's because the quality enables you to state convincing selling facts.

Why not order a case to-day?

Imperial Extract Co.
Toronto



Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Customers

Mr. Grocer, are to-day studying ECONOMY more than ever before.

Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.

and for you they are the quickest sellers.

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

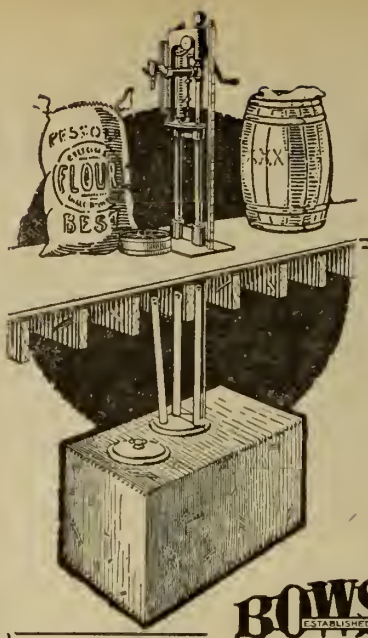
Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.



No More— Oil Fumes

The ofttimes serious damage to food supplies by oil fumes is the result of the improper storage of oil. Fumes, on account of their ready mixture with air, are carried throughout the store, where all foods capable of absorption and contamination are rendered useless.

BOWSER
ESTABLISHED 1885

OIL STORAGE SYSTEMS

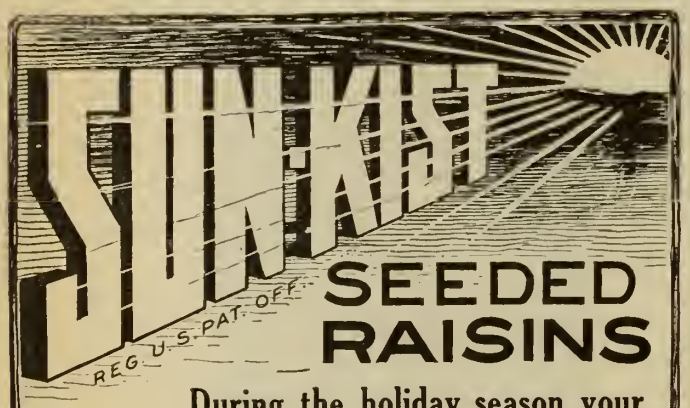
keep oil fumes (which are really the strength and body of oil) where they belong—with the oil—and prevent all other waste, such as spilling, dripping, over-measure, etc.

Every merchant handling oil should have a Bowser—it is a money-saver and profit-maker.

Write for literature—Now

S. F. Bowser & Co., Inc. TORONTO ONTARIO

Sales Offices in All Centres Representatives Everywhere



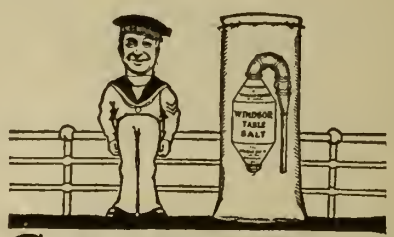
SEEDED RAISINS

During the holiday season your customers want the best seeded raisins that they can get—They want the SUN-KIST kind.

The housewife has discovered that all seeded raisins are not alike—That SUN-KIST Seeded Raisins have an individuality all their own. They are California's best from Fresno County—packed under a brand of distinction—in a package of individuality and of quality unexcelled.

Cater to the best trade with SUN-KIST Seeded Raisins.

Wholesale distributers in every territory. ASK THEM



Canada's Best Will Stand The Test

For years Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

If interested, tear out this page and keep with letters to be answered.

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24-26 Wellington St. W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.

Everybody Uses Milk

Why not get a share of this trade?

By selling Klim—pasteurized, separated milk in powder form—you can get a big share of the milk business. Klim does not freeze, turn sour or waste. It is 100% body building food value and can be used either dry by mixing with other dry ingredients in cooking, or as liquid by dissolving in water. Klim is a fast-selling staple grocery food product. You should have it in stock. The advertising has created the demand. It sells easily.

Order from your Wholesale.

Canadian Milk Products, Ltd.

10-12 William Street, Toronto

More Nourishing Than Meat

Your customer who complains of the high cost of living is, no doubt, paying for a meat breakfast, now about five times the cost of a

Shredded Wheat

breakfast and without getting any more nourishment.

Tell your customers about the low cost and economy of Shredded Wheat and you'll get the benefit of our extended, far-reaching newspaper and magazine advertising campaign in which we are emphasizing these points.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East

BULL DOG BRAND
We Clean up Everything
Chloride of Lime
KEEP IN A DRY PLACE
MANUFACTURED BY
The JOHN B. PAINE CO., Limited, Toronto

Get acquainted with the Bulldog family

Get your customers acquainted with them.

Nineteen "Bulldog" Cleaners—and every one a customer-pleaser.

They have been shown, advertised and sold for fifteen years and are going stronger than ever to-day.

Be one of the dealers handling "Bulldog" lines. It will pay you.

John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents:

Mowat & McGeachy, Saskatoon;
Oppenheimer Bros., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with answered.

INTERNATIONAL BUSINESS MACHINES

Company, Limited

Capital $2,000,000

Head Office Toronto

Makers of

3 Great Products

All Goods made in Canada

Controlling Men, Minutes, Money

Dayton Scales	Time Recorders	Hollerith Tabulating and Recording Machines
L. A. DAVIDSON **Sales Manager**	**FRANK E. MUTTON** **General Manager**	**ST. GEORGE BOND** **Sales Manager**
Dayton Computing Scales Dayton Meat Slicers Dayton Computing Cheese Cutters Money-weight Scales Burk's Patent Bag Holder	International Time Recorders International Cost Recorders International Master Clocks International Secondary Clocks International Time Stamps	Hollerith Electric Tabulating and Recording Machines Hollerith Electric Sorting Machines Hollerith Card Punches Hollerith Punched Cards
Address:— **International Business Machines Co., Limited** **Scale Division** **Royce and Campbell Ave.** **TORONTO**	*Address:—* **International Business Machines Co., Limited** **Time Recorder Division** **270 Dundas Street** **TORONTO**	*Address:—* **International Business Machines Co., Limited** **Tabulating Machine Division** **270 Dundas Street** **TORONTO**

Dayton Computing Scales are known the world over as the best for money on earth.

International Time Recorders are used in almost every progressive plant in existence.

Hollerith Tabulating Machines are recognized as one of the great machines of the age—mechanically classifying and sorting records in any conceivable way desired.

Our combined users are numbered in hundreds of thousands in every kind of business known.

Our $2,000,000 capitalization in these times surely indicates our faith in Canada.

International Business Machines Co., Limited

Head Office: 270 Dundas St., Toronto, Canada

Frank E. Mutton, Vice-President and General Manager

Also at Montreal, Winnipeg, Vancouver.

Food Controller has granted us permission to manufacture

Ralston Wheat Food
Purina Whole Wheat Flour
Branzos

THE demand for these three wholesome Food Products is well established. This demand is growing in every community and will continue to grow because of their high quality and because they make excellent substitutes for expensive meats. With the great importance of food conservation being emphasized everywhere this latter fact alone will boost the sales and keep the dealer's supply moving briskly.

Season's Greetings

To one and all we extend our heartiest greetings. To those whose homes and shops are overclouded with the horrors of war, we extend a double greeting.
Let us hope the year about to dawn may bring health, peace and prosperity to all.
If we can serve you during 1918 we will consider it an honor to enroll you as a new or old patron.

The Chisholm Milling Co. Limited
Toronto, Canada

NEVER BE WITHOUT A GOOD STOCK OF

"KKOVAH"
CUSTARD

IT PAYS TO FEATURE

"KKOVAH"

SALE AGENTS FOR CANADA :

Maclure & Langley, Limited

MONTREAL **TORONTO** WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.
Grocery Brokers
Manufacturers' Agents
WINNIPEG

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding

The Canada Nut Co., Limited
"Specialising in Shelled Peanuts."
Large stock always on hand.
VANCOUVER, B.C.

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants
W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont
Est. 1907. Write us.
Correspondence Solicited.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

If you want
Split Peas
let us hear from you.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

Grocery Advertising
By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE IN ADVANCE.

PRICE $2.10 Post Paid.

MacLean Publishing Co.
143-153 University Ave., Toronto

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

WE WISH YOU
THE COMPLIMENTS OF
THE SEASON
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul Street W.
MONTREAL

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

For Information Use the Enquiry Blank Elsewhere In This Issue

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :-: TORONTO

COFFEE

☛ Are you giving attention to your Coffee trade?

☛ The fine aroma of freshly roasted and ground Coffee in your store suggests the purchase to your customers.

☛ Prices have not advanced. You can obtain a good profit and satisfy critical Coffee trade by handling our selected blends.

KEARNEY BROS., LIMITED

Tea Importers *Coffee Roasters*

33 St. Peter St., Montreal

What will SUNSWEET do for you in 1918?

FOR months we have been busy building the groundwork upon which will rest our 1918 campaign to the housewives of America. We know pretty well what this campaign will do.

First—it will result unquestionably in a larger, day-in-and-day-out demand for prunes and apricots. Every force, every resource at the command of this State-wide, cooperative organization will be used to impress upon the minds of American housewives that SUNSWEET and Quality are inseparable.

It goes without saying that this quality-appeal will be reflected in the sales that go over your counter. Your customers will not only buy better prunes and apricots and buy them oftener; but they will ask for them by their rightful name, SUNSWEET.

We are not urging you to stock SUNSWEET on our mere say-so. We offer no wonderful promises, no glittering generalities. We merely ask you to ask yourself this simple question: "Is it not to my profit-advantage to know SUNSWEET better?"

Ask your jobber about it today!

CALIFORNIA PRUNE AND APRICOT GROWERS, INC.
San Jose, California
A cooperative growing and marketing association embracing more than 5,000 growers engaged in this industry in California

Sunsweet nature-flavored CALIFORNIA Prunes and Apricots

If any advertisement interests you, tear it out now and place with letters to be answered.

Charbonneau

The name that stands for

Purity and Quality in Biscuits and Confectionery

Are you displaying

IMPERIAL
Maple Cream
Butter?

CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

DISTRIBUTORS:—Ontario: C. Morris & Co., Toronto; Ottawa and District: H. D. Marshall, Ottawa; Winnipeg: The Robt. Gillespie Co., Winnipeg.

A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.

Church and Dwight
LIMITED
Manufacturers
MONTREAL

HEINZ

Canadian-American Food Products.

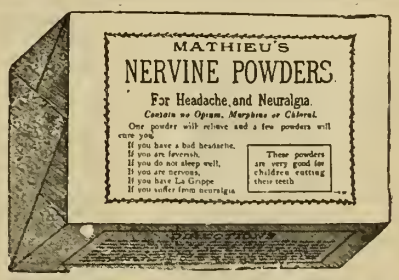
57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory. Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	**John Tobin & Co.**
St. John	**Baird & Peters.**
Quebec	**J. B. Renaud & Co.**
Ottawa	**Provost & Allard.**
Winnipeg	**The Codville Co., Ltd.**
Edmonton	**The A. Macdonald Co.**
Lethbridge	**The A. Macdonald Co.**
Calgary	**Simington Co., Ltd.**
Fernie, B.C.	**Western Canada Wholesale C**
Moose Jaw	**The Codville Co., Ltd.**
Saskatoon	**The Codville Co., Ltd.**
Vancouver	**Kelly, Douglas & Co.**
Victoria	**Kelly, Douglas & Co.**


MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral
One powder will relieve and a few powders will cure you
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe
If you suffer from neuralgia
These powders are very good for children cutting their teeth

Worth featuring at any time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

Royal Acadia Sugar for that particular housewife

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

There is no sweetener on the market to-day with the high class customer pleasing quality of Royal Acadia Sugar.

Wherever sold Royal Acadia is a prime favorite. To buy it once is to buy it regularly and every sale makes a good profit for the dealer.

Royal Acadia is put up in 2 and 5-lb. cartons, 20 and 100-lb. bags; half-barrels and barrels.

Are you well stocked?

The Acadia Sugar Refining Co.

Limited
HALIFAX, CANADA

MADE IN CANADA

"It's The Real MacKay"

Established 1851

Pearl Barley Flour

An Unequalled Barley Food
for BABIES, INVALIDS and AGED PEOPLE
INVALUABLE TO NURSING MOTHERS
One pound net in every can. Every can guaranteed
If your jobber hasn't got it, write direct

THE JOHN MACKAY CO., Limited
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES
ALL MEAT!

A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

WITH the Election and the Christmas rush over, the trade can settle down to regular business once more and make plans for increasing sales in 1918.

Consider the tea department well. It is here that many grocers are losing business to pedlars. Make a list of your customers and find out how many are buying tea from pedlars. Perhaps you will be surprised.

Make up your mind to get this business. It means more money in your pocket. And the most effective way to get this business is by offering your customers a distinctive tea — one they cannot get from the pedlars.

Red Rose Tea is distinctive in flavor and richness. It is not matched by any tea the pedlars sell nor any tea sold in bulk. With Red Rose as an ally you can win trade you are now losing to the pedlar and increase your tea sales in 1918.

Red Rose Tea
"is good tea"

T. H. Estabrooks Co.
Limited

St. John, Toronto, Winnipeg, Calgary

If any advertisement interests you, tear it out now and place with letters to be answered.

KEEN'S OXFORD BLUE

Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

It's Canadian made. So push it!

The Cowan Co. Limited, Toronto

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CANADIAN GROCER

Vol. XXXI. TORONTO, DECEMBER 28, 1917 No. 52

Co-operating with the Food Controller

Interesting Viewpoints on the New License Regulations—A Minor Matter of Delay in Delivery Due to Need for License Numbers—Broad View of the Situation—A Little Point re Sale of Cereals Already Licensed as Packages.

DEPUTY FOOD CONTROLLER APPOINTED IS UNOFFICIAL REPORT

DEVELOPMENTS in the proposed new regulations governing the food distributing activities have been limited during the past week. P. B. Tustin, the man who is largely responsible for the character of the regulations, has been spending the holiday season at his home in Winnipeg.

While no definite announcement has been made, CANADIAN GROCER has every reason to believe that Mr. Tustin has actually been appointed Deputy to the Hon. W. J. Hanna, the Food Controller, and that immediately upon his return from the West his appointment will be officially gazetted. Probably at the same time there will be published an Order-in-Council giving effect to the proposals itemized in last week's issue.

Mr. Tustin's appointment will be especially for the administration of the terms of this proposed legislation which will unquestionably invest him with large powers. He was, however, the choice of a joint meeting of retailers, wholesalers and manufacturers, as it was felt that his business training and ability and his familiarity with the long discussion of the pros and cons of the regulations eminently fitted him for the onerous task of administering their terms.

There will be an advisory committee in each province to assist in the administration of the regulations. This committee will consist of three retailers, three wholesalers and three manufacturers. None of these committees have as yet been appointed.

JUDGING from the views of several important manufacturers of foodstuffs from bacon to biscuits the disposition of the manufacturing industry throughout the Dominion is towards doing everything possible to help make a practical success of the Food Controller's latest licensing regulations. This was of course expressed in the manufacturers' resolutions given in the CANADIAN GROCER last week together with the full report of the proposed regulations, a report which has been read with interest in the CANADIAN GROCER by manufacturers, brokers, wholesalers, and retailers in every part of the Dominion.

Paths of Opinion Paved

Some of the earlier expressions of opinion which have reached CANADIAN GROCER are representative of many more. In no case has the idea of licensing the food distributor come as a surprise. Canada in this has been fortunate in having the United States' experience to guide and to pave the paths of public opinion, while of course the experience of Great Britain is also accessible to Canadian minds interested in the new system rendered necessary by the long continued warfare, and needs of the troops and of the Allied nations in the civilian sense.

Full realisation of these needs tempers the opinion of even those who have had reason to fear at first that the restrictions found necessary might depreciate and even ruin business structures, the work of years. Package goods manufacturers, for instance, who had feared at first that costly machinery for putting up their goods in the familiar forms and sizes might have to be left idle, are satisfied with the license plans for them, and though delay in receipt of licenses or notification of their numbers has been experienced disadvantageously at this juncture. the general feeling is in favor of the Food Controller's present efforts in the fair regulation of the package foods industry.

Waiting for Their Numbers

Retailers interested in consignments of package products just about the time the new regulations were announced specifying that each manufacturer was to have a license numbered with his particular number will appreciate instantly how delay in the issue of the licenses and their numbers has temporarily affected deliveries.

One package goods manufacturer informed CANADIAN GROCER that before he made application for license under the new plan he had orders for several hundred cases in hand. These he had to hold back from shipment as by the time they would be on sale the regulations would require each package to bear his license number. After he had made application and was waiting for his license more orders came along, and thus there was a little congestion due to unavoidable delay in shipment. Retailers awaiting deliveries of package goods may find in this fact the explanation of recent delays.

Patience the Best Policy

Fully in accord with the Food Controller's purposes, however, the package goods manufacturers have exercised patience, and the same good quality may be recommended to the retail trade interested. There may be delays before all retailers are in possession of their licenses and duly numbered on stationery, etc., but there need be no fears of restriction of business as a result. Fairness is found to be an attribute of the Food Controller's. Here is how one manufacturer interested in package goods expresses himself:

A Broad Viewpoint

An excellent example of the spirit of helpfulness towards the Food Controller is expressed in the opinion voiced by Douglas Campbell, of the Campbell Milling Company, Toronto. Mr. Campbell is frankly aware of the difficulties of administering a great licensing system, and from his merely personal point of view—like many another manufacturer—would wish to see avoided the necessity for having an army of officials em-

ployed non-productively in administering a license system

"I feel rather strongly about anything like that," said Mr. Campbell. "They have had endless trouble with this sort of thing in the United States and I wouldn't care to see anything like that at Ottawa."

But Mr. Campbell has cheerfully abandoned a popular small package of flour—the three and a half pound size—one of the best selling packages in order to meet the needs of the occasion with which the Food Controller is tussling, and here is the broad point of view Mr. Campbell expresses in regard to the question generally:

"The Food Controller is proceeding on a very fair basis so far. He has endeavored to secure co-operation of the food distributors without force, and has tried to outline a system by which the distribution of food stuffs can be under control. The system would seem to be simply to provide that the manufacturers do what is reasonable and according to what their conscience tells them is right considering the needs of the country in war time, and that the wholesale distributors and smaller merchants serve the people at a reasonble profit."

On the matter of premiums in packages Mr. Campbell expressed himself as on principle opposed to premiums.

Endorses License System

From flour and cereals to cocoa and chocolate is a step of some length but cocoa and chocolate have come to be regarded and rightly as food stuff scarcely less important than flour and cereals. The armies in Europe are getting fighting strength from cocoa and chocolate as well as from flour and bacon and cheese. "The Chocolate Soldier" was not just a consumer of candy, but a man who recognised food value. From H. N. Cowan, of the Cowan Company, Toronto, comes the following brief comment on the Food Controller's license plans:

"Chocolate and cocoa are very necessary foodstuffs. Their food value is undoubted. Chocolate and 'candy' are of course, two very different things. There is no question that foodstuffs at the present time should be controlled, and the only way to do it is by licenses or some such means of keeping tab on food distributors.

'As to premiums—personally I don't hold with the premium idea. We have never given premiums nor am I in favor at any time of premiums with foodstuffs. I don't believe in the principle."

Packers Accustomed to Plan

Food distribution on a most important scale is carried on by the great packing houses. There is nothing "new" about the application of some form of control to these great food distributors. This was pointed out by Alex. Hall of the Harris Abattoirs, Toronto. Mr. Hall, while disinclined to express much opinion at this stage as to the working of the plan with the retailer in view, said: "We have been for over a year under a system of not exactly licensed operation, but at least government investigation showing the Food Controller what we have, and what we are doing. This has worked satisfactorily enough. It is not up to us to raise objections at this time. We are to do as we are told by the Food Controller, and we are doing so."

Biscuit Manufacturer's View

That the whole innovation of licensing food distributors has a purpose beyond and apart from the necessity of food control and food conservation was the view expressed by Mr. Telfer, of Telfer Bros., biscuit manufacturers, Toronto.

"I think that these licenses are simply coming in to take the place of the liquor licenses done away with under prohibition, and that they are for revenue purposes." said Mr. Telfer. "The fees are small as compared to the liquor sellers' license fees but the number of the food distributors is much greater, and the amount realised will come to about the same I should think. There is no reason why the system should not work as well in the one case as the other, and as a means of regulating and conserving foods in war time it is no doubt advisable.

A Point in the Application Form

There is not much doubt that every person selling any sort of food product is going to be required to operate under license but a clause in the application form for license to put up cereal foods in small packages attracted the attention of Mr. Jackson, of the Roman Meal Company, Toronto. This clause raises a special point as regards the sales of package goods which are already covered by license to manufacture. The clause (No. 7) reads: "That wholesale dealers and retail dealers shall not require a license to sell any breakfast food or cereal in original packages of less than 20 lbs. when such breakfast food or cereal has been manufactured under a license issued by the Food Controller."

Under this clause it would seem that a dealer handling exclusively such breakfast foods and cereals in such packages as are implied by the wording of the clause would not require any license since the goods themselves would all have been manufactured under license in any case. This may seem only a technicality and a trifle, but from such trifling technicalities troubles have been known to arise over food control in the United States.

The premium idea is not popular—that is not popular with the people who might present premiums. Curiously enough, with the people who really pay for the premiums in many instances (perhaps in all instance)—the consumers—the premium idea finds any popularity it possesses. The Food Controller has ruled against premiums of any kind with package cereals.

Mr. Jackson states: "The only form of premium (if you can call it a premium) which we have ever considered in connection with our product is a special cooker—fireless—with which the perfection of culinary results can be obtained for our meal. Maybe the Food Controller might not consider this a premium—it's a fine point whether an appliance to get the best food value out of a food stuff is a premium in the sense of a mere inducement to purchase—but in any case we are not considering our cooker idea for the present."

Fruit and Vegetable Licenses Necessary

Wide Range of New Order and Stringent Conditions—The Full Terms of the Order.

THE order-in-council of the Food Controller, No. 3,214, requiring the licensing of all fruit and vegetable handlers is a fairly comprehensive document, and deals with every marketing organization from growers' organizations to pedlars. The conditions, too, of obtaining and holding a license are fairly stringent.

The actual terms of the order are as follows:

1. On and after the first day of February, 1918, no person shall deal wholesale in fresh fruits or fresh vegetables without having first obtained a license from the Food Controller.

2. That all applications for such licenses shall be in Form A attached hereto.

3. That all licenses shall expire on the thirty-first day of December in each year.

4. That the classes of licenses for wholesale handling or dealing in fresh fruits and fresh vegetables shall be the following:—

Class I.—

(Division A.) Growers' Organizations: whose chief business is marketing, on a co-operative basis, members' crops only.

(Division B.) Commission Packers: packing and selling for growers' account on a commission basis only.

(Division C.) Buying Packers; buying from growers, packing and selling on their own account.

Class II.—

(Division A.) Wholesale Jobbers: selling to wholesale dealers, and through wholesale commission merchants, doing chiefly an interprovincial and international business.

(Division B.) Wholesale Dealers: selling to retailers and wholesale pedlars.

(Division C.) Wholesale Commission Merchants: selling to retailers and wholesale pedlars on commission only.

(Division D.) Wholesale Pedlars: sell-

ing and delivering to retailers from wagon, truck or other vehicle.

(Division E.) Brokers: selling on brokerage basis only.

(Division F.) Auctioneers: selling at auction only.

5. That all licenses shall be issued subject to the following rules and regulations:—

(1) No license holder shall charge more than a reasonable profit or commission, or make any contract for future delivery or store in order to acquire speculative profits from a rising market.

(2) No license holder shall sell to any other license holder of a like class or division except on a split profit or split commission, and only one such sale of the same goods may be made.

(3) No holder of a broker's license shall charge any brokerage or commission on goods shipped to him for sale, if such goods are transferred by him to any wholesale commission merchant to be sold on commission.

(4) No holder of a commission packer's or of a wholesale commission merchant's license shall sell to himself any goods received by him to be sold on commission.

(5) Every license holder shall keep such books, invoices, vouchers and other papers and records as will enable the Food Controller or any person by him thereto authorized to verify any report or statement that such license holder is required to make to the Food Controller.

6. That the following shall be the fees to be paid for licenses granted under this order:—

Class I. Divisions A, B, C.—$10 per annum for each division.

Class II. Divisions D, E.—$10 per annum for each division.

Class II. Divisions A, B, C, F.—$20 per annum for each division.

In any case where a license is granted after the first day of July in any year one-half only of the foregoing fees shall be charged.

Dated at Ottawa, this 13th day of December, 1917.

W. J. HANNA,
Food Controller.

Vaseline Requires Tax Stamp

Many Merchants Have Been Selling Without a Stamp — Government Regulations Are Not Lived up to by Largest Manufacturers, and Consequently Stamp is Required.

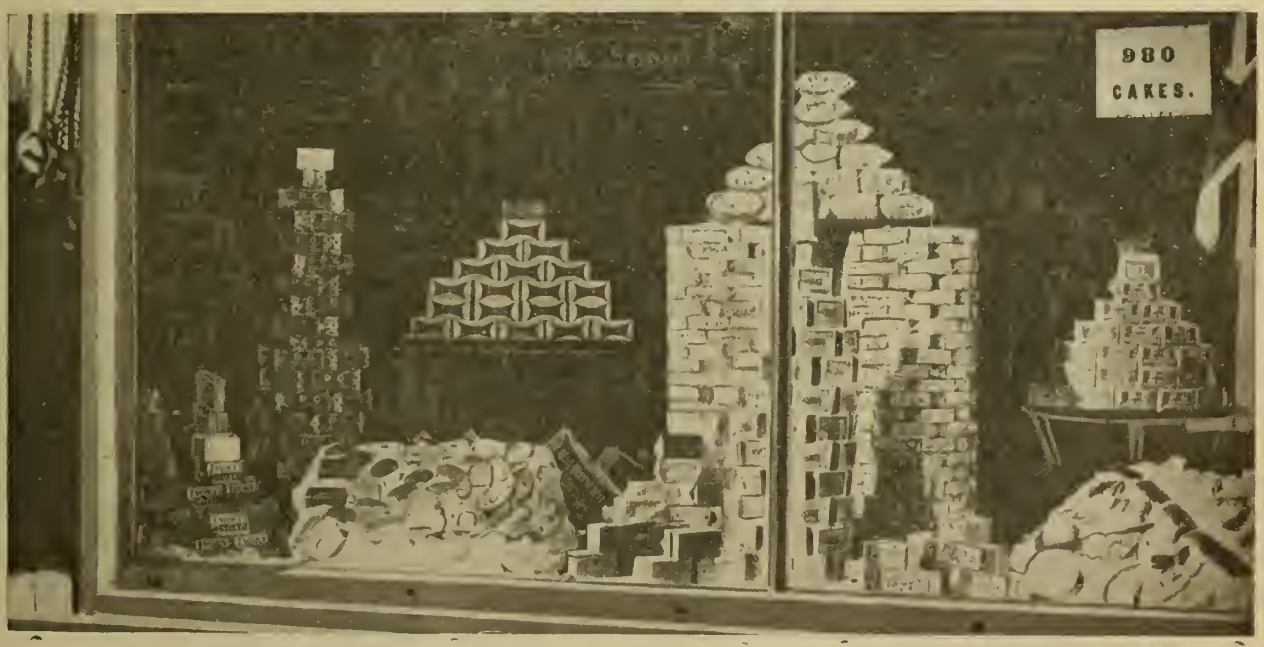
MOST merchants who have been handling vaseline have in all good faith been selling it without the necessary stamp tax. They believed that it was a product that did not require the stamp. Vaseline, however, is a trade marked name and as such comes under the ruling of the War Stamp Act because there is no indication on the package that this trade marked article is manufactured in conformity with the regulation of the British or American Pharmacopoeias or the French Codex, which is necessary if such trade marked articles are to escape the stamp tax.

The clause of the regulations dealing with this matter is as follows. "If a preparation recognized by the British and American Pharmacopoeias or the French Codex is sold under a special trade mark or as the product of some special individual or firm, same is subject to the tax. The only exception to this rule is when the label of such preparation gives the name under which it is actually recognized by the Pharmacopoeia or the Codex and further gives the information that it is prepared in acordance with the formula of the same given in the Pharmacopoeia or Codex.

For instance:—Jones' glycerin is subject to the tax unless the label contains the following information: "This preparation is prepared in accordance with the formula given in the Pharmacopoeia or Codex."

GREEK OLIVES AND OLIVE OIL

The olive crop for 1916 is reported as better in both quantity and quality than that of 1915, the production being 45,000,000 and 38,000,000 pounds, respectively. The green olives are used entirely for the production of oil, and only a very small amount is consumed locally. The yield of black olives for 1916 amounted to about 425,000 pounds; these, known as Kalamata olives, are the only kind exported, preserved either in salt brine or in olive oil. The oil produced from the green olives in 1916 was about 1,120,000 gallons, against 800,000 gallons in 1915.



A window display featuring only soap. Laying stress on one line of goods in window display has been found to be one of the most telling ways of attracting trade.

War is Demanding Standardization

Need for Uniformity is Being Met by Business Men of the United States—How Model Truck and Liberty Motor Were Evolved — What Government Asks the Organized Business Men of of the Country to Carry Out.

By a Staff Representative at Washington.

Washington, D.C.

EVERY business man knows the importance and the significance of standardization. The word ranks second only to efficiency. It denotes the realization of modern business that waste must be eliminated — the kind of waste that produces the same article a dozen different ways and makes repairs and replacements a matter of tremendous difficulty.

With reference to standardization in peace time opinions are not unanimous. Some do not favor it entirely. They feel that competition in design and variety in process of manufacture are healthy factors in trade and the means of satisfying the widely divergent tastes of the public. Some feel that in certain lines of goods there will never be possible a very rigid measure of standardization. Others, again, favor the most complete degree of standardization all through. They would have uniformity enforced by law in as many lines as conditions would permit. All agree that in many things standardization is very necessary and very beneficial.

With regard to war there can be no question whatever, no difference of opinion. Standardization of supplies is as necessary as discipline in the ranks. Bullets must be made the same to a ten-thousandth part of an inch, rifles must be turned out absolutely to a model; guns, aeroplanes, motor trucks, gas helmets, everything used in the deadly business of war must adhere to set standards. This is the theory of war, at least; it is not always the practice.

The Moral of the Motor Truck

A young American engineer returned to the United States as soon after President Wilson's declaration of war as the limits of space and the handicaps of travelling out of France would permit. He had been serving with the French army in the engineering branch of the service for a couple of years, but got permission to return home as soon as his own country entered the war. In offering his services to *La Belle France* he had hoped, or at any rate expected, to assist in some of the more spectacular phases of war time engineering. It had developed, however, that he was on most intimate terms with the workings and the parts of motor trucks. No one was more capable than he in reassembling and doctoring disabled motor lorries. Accordingly he had been put in charge of a large workshop some distance back from the lines, where he worked anywhere from fourteen to eighteen hours a day—and saw to it that his staff did the same—at the highly useful if not spectacular business of repairing army trucks.

It was gruelling work in every sense of the word. When a shell lands in the neighborhod of a truck, the result is not hard to imagine. Generally the wreckage is left to rust where it has landed and the Western front is strewn with mangled remnants of wrecked cars. The need for trucks is very great, however, and anything that can be saved must be saved. Accordingly the young American and his staff had to tackle repair jobs that would have made any garage man on this side of the ocean throw up his arms in desperation.

But the great difficulty lay in the matter of duplication of parts. The French army had recruited and conscripted cars and motor trucks from all corners of the earth. There were French cars, English cars, American cars. There were so many different shapes and constructions that the repair depot had to carry no less than 20,000 parts! When a wrecked truck was brought in for treatment, it had to be identified, its origin traced back, its particular make and model determined and then the proper parts found. Necessarily work was slow and the difficulties great.

On his return to the United States, this engineer was a strong advocate of standardization. He had seen the lack of it in its worst phase and. to use an army term, he was "fed up with it." He told of one incident that illustrated effectively the dire results of lack of standardization.

Three motor trucks were parked by the side of a road back of the French line—a big English truck, a French truck of an antiquated model and a converted Ford. A shell landed close enough to scramble the three of them. Only the English truck was left sufficiently intact to be worth bothering with at all, but some of its parts had been scattered about and, when the repair men came to gather that machine together, they struck the job of their lives. There was three of everything in the mass of wreckage.

Standardizing the Truck

It hardly required the testimony of this officer and others who had had a like experience to convince Uncle Sam of the need for proper standardization. It had already been determined that only one type of truck should be used with the American army.

The means of attaining this end was supplied through the agency of the Advisory Commission of the Council of National Defence. Committees had been appointed to act with the General Munitions Board. The Committee on Army Vehicles consisted of William Butterworth, of Deere & Co., chairman; A. N. Thielaus. Studebaker Corporation; R. V. Bond, Kentucky Wagon Co., and E. E. Parsonage, of the National Implement and Vehicle Association. A committee on Armored Cars had also been appointed consisting of Col. J. H. Rice, of the Ordnance Department of the U.S. Army; Col. C. B. Baker, Quarter-master General, and F. A. Scott, of the General Munitions Board. Finally there was a committee on Automotive Transport, consisting of Karl W. Zimmerschield, of General Motors Co., Detroit, vice-chairman; Charles Clifton, representing National Automobile Chamber of Commerce; C. W. Stiger, representing motor and accessory manufacturers; H. L. Horning, representing tractor interests; Henry R. Sutphen, representing watercraft interests; Frank H. Russell, representing Aviation Engine Association of America; Coker F. Clarkson, secretary and general manager of Society of Automotive Engineers; T. W. Henderson, Henderson Motorcycle Co., Detroit, Mich.

The task of standardizing motor trucks for army use was in its various phases turned over to these committees of business men. The ultimate result was one of the miracles of manufacture that the war has brought about.

Engineers in Conference

The coöperation of all the manufacturers was first obtained. It was a very earnest evidence of coöperation that was demanded of them. They were asked to "go the limit," to throw in everything they knew to help in the planning construction of the perfect motor truck. They agreed.

New Government buildings in course of construction at Washington, D.C.

The concluding phase of the proceedings was when there gathered at Washington the head engineers of all the big manufacturers. They were collected together in one room, provided with plenty of material for the preparation of plans and then told to "go to it." It was impressed upon them that the country needed a truck as near perfect as was possible under existing conditions and that it was a patriotic duty with each and every one of them to help toward that end without a shade of reservation.

The story goes that the door was actually locked on them. This may or may not be true. But it is a fact that the conference brought forth wonderful results once they got down to work.

Imagine the situation; a score or more of jealous engineers who for years had been feverishly striving to excel each other in the improvement of truck construction. Each man there had shop secrets, exclusive processes, ideas that had been guarded as more sacred than the secret of the Sphinx; and they were asked to coöperate in the production of a perfect truck!

It did not take long for the ice to thaw. First one man laid a shop secret on the table, then another uncorked a hoarded kink and a third explained the nature of a projected improvement. In an hour all the cards were on the table and the group were up to their ears in details and specifications.

To-day every truck manufacturer has handed over to his rivals what was once supposed to be his chief stock in trade—his secrets of construction. But a truck is being produced for the use of the American army that will be as near perfect as it is possible to go to-day—a truck containing just one thousand parts where nearly two thousand were needed before. Every truck that goes to France will be of that model.

Activities incident to the war, have made enlarged quarters imperative.

The repair depots behind the American lines will carry one thousand parts only.

The Liberty Motor

The same story could be told with reference to the standardizing of the motor used for aeroplanes. It is, of course, generally known that the worth of a flying machine lies in the heart that drives it—speed, durability, facility, all depend upon the humming little mechanism in the nose of the machine. As the United States has felt, and perhaps rightly, that the only road to Berlin is one that cuts through the clouds—in other words, that the war can best be won in the air—the need for the finest motor possible was early recognized:

The same procedure was followed. The coöperation of the manufacturers was sought and obtained, the engineers were summoned to Washington and put into a room with the same instructions, "Evolve us a perfect motor." There was the same letting down of the bars, the same surrender of cherished secrets, the same mutual discussion of specifications and details.

The result was the Liberty motor. American aeroplanes will fly over the enemy lines with the assurance that the motive power throbbing in them comes from a motor that has all the good points American makers know and none of the faults they have been able to find and correct—a hundred per cent. machine as far as present knowledge goes.

In All Lines Now

The same idea is being carried through in all lines included within the needs of war. The army and the navy demand uniformity, absolute standardization, and Uncle Sam is putting the issue up to the business men of the country. On them is devolving the task of cutting straight roads through the rough hills of competitive construction. And the business men are living up to their task.

Reference has previously been made to waterproofing, as a line in which there was much mystery and mutual secrecy. Manufacturers jealously guarded their methods and processes from their competitors. Standardization for army purposes is being effected, however. Through the mutual efforts of the manufacturers the best methods are being determined for the waterproofing of clothing, tents, coverings, etc.

This is quoted merely as an evidence of what is going on in practically all lines.

And Now "Camouflage"

The standardization idea is being carried to all extremes and is being made to apply to what may seem the smallest details.

Every now and then a favorite artist drops from the pages of the magazines. His drawings are no longer seen and the public wonders what has become of him. In all such cases the answer is that he has gone into the service of the army. He is being employed on the devising and perfecting of "camouflage."

The war has coined many new words and phrases, but perhaps none more expressive or widely used than "camouflage," the art of concealment. The airship has provided the enemy with a far-reaching, all observing eye and it has become necessary to disguise batteries, hide roads and camps, cover "ammunition dumps" and, in fact, so change the appearance of everything the aerial observer can see that he will be deceived. The work must be well done, for the aerial observer uses a camera—and it is hard to deceive a camera!

With great thoroughness Uncle Sam is working on the standardization of camouflage. Hundreds of artists have been conscripted into the service and are being used in devising and preparing methods of disguise. They are attached to the various camps and the results that they obtain are duly reported. Information is exchanged among the various camps. Even this seemingly small phase of warfare is being worked out on a basis of absolute standardization.

The moral of it all is that the U.S. Government is obtaining tremendous results in the matter of standardization because the coördination of business men has been obtained. In no other way could the Liberty motor have been evolved. The system of national committees is making it possible to organize any industry to the point where anything needed for war purposes can be obtained.

Standardization is a matter for business men to handle and Uncle Sam has had the good, common sense to delegate it to business men.

And the results prove the wisdom of this course.

NOTED ITALIAN MERCHANT SIGNALLY HONORED

Announcement has been made that King Victor Emanuel of Italy has bestowed the Order of the Crown of Italy on John B. Ciceri, Toronto, Canada, in recognition of the marked success of his work in cementing good relations, trade and otherwise, between Italy and Canada.

Mr. John B. Ciceri, Sr., ranks amongst the foremost of Canada's honored Italian citizens and his life has been spent in building up an era of better understanding and good feeling between Canada, his adopted country, and the land of his fathers, Italy.

Mr. Ciceri's especially notable work of late has been his connection with the Italian Red Cross, which has received an impetus in this country second to no other outside of Italy itself.

The Order of the Crown of Italy is rarely bestowed outside of Italy and only then in recognition of special service to the Italian Fatherland.

Mr. Ciceri is President of the Chas. Ciceri Co., 38 Church street, Toronto.

PRICE OF WESTERN FISH TO BE REGULATED

Reports from the Food Controller's office indicate that the regulation of the price of Western winter-caught fish has been considered and a plan prepared. Joint action by the authorities of the United States and Canada is contemplated in order to make it effective.

How Coffee Sales Doubled Themselves

Goderich Grocer Finds Best Selling Argument is the Aroma of the Product Itself — Not Only Sells the Product, but Many Other Lines as Well.

THE installation of a modern electric coffee grinder according to Mr. Dean, of Dean Brothers, Goderich, Ont., was a means of doubling and quadrupling the business done in this commodity in that store. The firm, according to Mr. Dean, had always made rather a feature of their coffee trade and had gone along from day to day thinking that they had about touched the limits of the possibilities in that line. The installation of a modern coffee grinder, however, proved that they were wrong in this regard.

In response to the enquiry as to how this trade was built up Mr. Dean stated that it had pretty well built itself up without any particular help from him. One thing he had noticed, however, was that the smell of freshly ground coffee in the store meant a very decided impetus in the amount of sales.

There is nothing that gives the attractive aroma of freshly ground coffee; it permeates the store and even beyond the store and naturally focuses the attention of the passerby as well as the customer on the matter of coffee. In that way there is no reason to introduce the subject of coffee sales.

Letting the Product Introduce Itself

The subject is introduced by the product itself. In this way they found that the modern coffee grinder was not only a labor saver, but a business builder as well and it was not very long before they began to find that their coffee sales had increased to a very considerable extent indeed, and were apparently continually increasing as more and more people began to realize that they carried and made somewhat of a specialty of this line Moreover, in Eastern Canada people are not naturally coffee drinkers, and it is a taste that can actually be cultivated. It is possible to introduce people to coffee who have never been extensive users, providing always that the service and the quality of goods are maintained. Mr. Dean takes great care to see that the quality of his coffee is maintained, and has found it possible to assure the standard of goods he has specialized in being always available.

An Aid in Selling Other Lines

But the aroma of coffee, according to Mr. Dean, is not only a means of selling coffee, but has proved a most effective means of selling other goods as well. He has noted in his own experience, time and time again, that the fragrant and appetizing aroma of coffee would not only suggest a pound of these goods, but many other things as well that without this suggestion might very possibly never have been purchased. In this way he has found coffee one of the prime factors in building up his business.

The Dean Brothers' store is an exceptionally well-placed and attractively-arranged store. Situated on one of the corners of the octagon that forms the heart of the City of Goderich, most of the people of Goderich pass its doors some time or other during the course of the day. Large bright windows give ample scope for attractive decoration, and the interior is arranged with a view to the very best and most sanitary display and handling of the goods sold. Modern bin fixtures and other equipment add to the attractiveness of the store. The central pillars in the store have had built around them square shelving that makes these otherwise objectionable features one of the most effective means of display in the store.

Mr. Dean's brother, who is associated with him in the store, is conducting another store in Buffalo. In both these stores the brothers are jointly interested, though the management is in the hands of the resident brother. The father is also engaged in the grocery business in Buffalo; so it is evidently a family trait.

The Dean Brothers' store, Goderich, Ont. Mr. Dean, the manager of the Goderich store, is seen in the foreground. Note the modern equipment throughout.

NICARAGUAN COFFEE CROP

The coffee crop of Nicaragua for the year 1917 is generally regarded as an average one, there being no indication that it will exceed the annual average yield of 24,000,000 pounds. Most of the coffee has been shipped from the three great coffee districts of Matagalpa, Las Sierras and Los Pueblos, and a quantity is still held in warehouses awaiting shipment to foreign ports.

Up to the end of July, according to the report of a large commission merchant, 17,289,929 pounds had been exported. These figures are regarded as reliable, although not authorized by the Government.

For the year 1916, according to the Collector General of Customs of Nicaragua, 10,452,839 kilos, or 23,044,329 pounds, of coffee were exported, the value being $2,170,786, or a fraction more than 9 cents per pound.

SPINACH CROP IN HOLLAND IMPROVED—SOME SEED MAY BE AVAILABLE

According to official statistics, 10,057 acres were utilized for the raising of seeds in the Netherlands in 1916, of which 1,012 hectares (2,501 acres) were devoted to spinach seed. No statistics as to the area utilized for seeds are available for 1917, but it is presumed that it is practically the same as in 1916.

Although no exact statistics are available giving the production of spinach seed in the Netherlands for 1917, the Seed Bureau at The Hague estimates that it will amount to at least 2,204,600 pounds, which is considerably in excess of 1916.

Of last year's production 518,509 pounds were exported to the United States, but, as the Dutch Government has since placed an embargo on spinach seed, the prospects for the export of any of the current crop are not very bright. Producers, however, are in hopes of obtaining export licenses later on.

Co-operative Delivery a Necessity

Conditions Making Some Delivery Reforms Imperative — Possibility of Government Action—Some Information Relative to the Inauguration and Management of Co-operative Delivery Systems.

THE question of co-operative delivery is one that is very rapidly growing in interest and in importance. War-time conditions, with their urgent need for retrenchment in every possible way, along with the ever-growing scarcity of men, have forced this matter more and more upon the public attention. In many places some action of this nature is becoming imperative. There is also a hint in the air that this is one of the matters that the Hon. W. J. Hanna has under consideration, and that some action that will make some definite decision on this matter an immediate necessity is not unlikely to occur at almost any time.

The one delivery a day campaign that is being so strongly urged is a step in this direction. The co-operative system, however, is not an attempt to cut down the service that the store can give to its customer, but merely to systematize this service, and to cut loose from many of the minor abuses that have crept in, which entail enormous waste annually, and do not actually serve any useful purpose.

More and more the smaller communities are turning to the co-operative systems. There are very many instances in Canada where this system has been tried, and tried with a large measure of success. Moreover, even some of the larger towns and cities have inaugurated such a system.

In the United States some elaborate systems have been worked out, taking in many large cities, but the bulk of the places where the scheme has been tried have from one to ten thousand inhabitants. The Commercial Economy Board of the National Council of Defence have recently been carrying on a series of investigations regarding this matter, and have arrived at some very interesting and useful data that might be of great moment to any community contemplating the introduction of such a system. Some of the results are noted herewith.

Substantial savings mark the success of the co-operative system in almost every town or city where it has been installed and maintained with care and forethought. In one city of 12,000 population 14 wagons replaced 20 under the old system. In another city of 15,000 population the system has proved to be so successful that the stock purchased at $250 by each co-operating merchant when the system was organized ten years ago is now held at $1,000. The system owns the building in which its offices and distributing stalls are located, and rents an 80-acre farm on which it is making a profit. One grocer in a town of 4,000 population has cut his delivery expense from $1,638 annually to $806, a saving of almost 50 per cent. A merchant in another town reduced his delivery cost from $675 to $224 in one month. Eleven stores in another town report an annual saving of $5,000. Elsewhere 9 wagons replaced 17. Under the new system in another city 11 men, 14 horses and 1 car replaced 21 men, 32 horses and 4 cars. And many other instances of savings could also be cited. Savings like these, however, are possible only when a system is well managed and earnestly supported by merchants and customers.

A careful scrutiny of co-operative delivery records in a list of forty-seven cities and towns in the United States indicates that the system has been successful in thirty cases, a failure in five, and doubtful as to results in twelve places largely because the system has been recently installed and results are still undetermined. These forty-seven cities are located in twenty States. One of these cities has a population of over 200,000, two over 125,000, three over 20,000, nine over 10,000, thirteen over 5,000, eighteen over 1,000, and one with less than 1,000.

From these figures it is evident that cities with a population of between 1,000 and 5,000 outnumber any other group in the list. Cities with a population of 5,000 to 10,000 come second, and those with a population of 10,000 to 20,000 come third. In other words, of the list of forty-seven cities, forty range between 1,000 and 20,000 in population. This, however, is not to be taken as an implication that co-operative delivery is not likely to be successful in the centres of population of over 20,000.

How the Savings Are Made

There are numerous elements in the saving made possible by co-operative delivery. The depreciation charges on vehicles are generally reduced. This results from the very nature of the system. Instead of several wagons or trucks covering a single district at the same time one does the work. In the place of a multiplicity of complete equipments one will do. Wagons are likely to go out more fully loaded. More deliveries are made per mile of driving. Several supervisors are replaced by one. A unified and more economical planning of routes is made possible. Accommodation deliveries are generally abolished, and in their place a specified number of regular deliveries is made to each household, according to a definite schedule.

Five Suggestions Prompted by Experience

Many suggestions could be offered to retailers who may wish to instal a co-operative delivery system. Five suggestions are given here which should serve as guide-posts to successful installation and maintenance. All of these suggestions have been tried by experience. If they are followed carefully, it should be possible for inexperienced retailers to avoid certain pitfalls which beset the co-operative system.

Valuation of Equipment

First, secure an honest and impartial valuation of the equipment turned over by the co-operating merchants. This will save much trouble. In some cases that were examined by the board's investigators it was found that old harness and old wagons had been turned in at values far above their true worth. Where systems have been tried and found successful the valuation of all automobile trucks, horses, wagons, and harness turned in has been accurately and impartially determined. As the capitalization of the new company is based on the valuation of this equipment, it is evident that the figure should be set accurately. In some cases the appraisal has been made by an outside party. This has convinced each merchant that he was receiving fair treatment. If he refused to accept the figure set by the appraiser, he has been given the privilege of paying into the new company cash to the amount of the appraised value, and then disposing of his delivery equipment as he saw fit. In some cases the entire equipment has been sold outright and new equipment purchased. Whether this shall be done in any particular case must be decided strictly on the merits of the case. There can be no general rule on this point.

Advantages of a Central Station

Second, consider carefully the advisability of establishing a central station, where parcels can be redistributed according to route, where C.O.D. collections can be turned in, and where all of the business of the new system may be transacted. A central station is not necessary in all cases. In fact, the investigations made by the board seem to indicate that in the smaller towns a central station is not at all necessary. For example, in one town, which has been divided into four sections, each merchant arranges his orders for delivery in eight separate piles, two for each section. One pile for each section contains the cash or charge orders and the other the C.O.D. orders. The one delivery wagon makes four trips during the day, each time taking to one particular section all of the two piles of each merchant for that section. In a town where co-operative delivery can be worked out on such a simple basis as this a central station would be only an expensive bit of unnecessary organization. Ordinarily, the central station seems to be necessary only in the

larger towns and cities, where the volume of delivery sales is heavy and trade conditions more or less complex.

Arranging an Adequate C.O.D. System

Third, work out all of the details in connection with C.O.D. orders with care. This is an exceedingly important problem. It requires for its solution responsible drivers, a particular accounting system, and a definite arrangement with merchants as to when they may expect their returns. Irresponsible drivers will probably mean an inaccurate crediting of customers who make the C.O.D. payments, a careless handling of the money itself, disputes over the amounts turned in by the drivers, and trouble for the manager in turning over collections to the co-operating merchants. The accounting system itself need not be complicated. In many cases the system is surprisingly easy to understand and operate. If dependable drivers are secured and the accounting system is satisfactory, there should be no uncertainty about turning over collection. These conditions met, the system should be able to carry on its work harmoniously.

Fourth, put a capable executive in charge of the work. Above all things needed for the success of the co-operative system is good management. Make sure that the manager is satisfied with his salary. Upon him falls the arrangement of routes, the redistribution of parcels among the routes from the central station, the collection and care of the C.O.D. funds, the collection of payments from the co-operating merchants, the maintenance of harmony among the merchants in the system, and the speeding up of deliveries in accordance with a prearranged schedule. Satisfaction to the merchants and to the customers depends upon his efficient management. One way to avoid criticism of the co-operative system by disgruntled customers is to make sure that all deliveries are accurately addressed. Under independent delivery clerks often mark names hurriedly, depending upon the familiarity of the driver with the trade to assure accurate delivery. Merchants will do well to break up this habit and see that names and addresses are complete and accurate. It will mean less trouble for the merchant, and certainly less for the manager.

Maintain a Hard-and-Fast System

Fifth, in taking over the delivery work for any merchant, let it be clearly stated in the agreement or contract that all deliveries are to be handled under the co-operative system, and that no separate deliveries are to be made by the merchant. This understanding is especially necessary when the work is to be done at a unit charge for each delivery. In a number of towns the board found that the system had fallen short of success, or even failed, because certain dealers had made a practice, under the charge-per-delivery method, of turning over their long hauls to the co-operative system, and using boys to deliver goods to customers within a few blocks of the store. This practice is almost certain to spell loss or failure for the co-operative system, because it takes the short profitable haul away from the system, and leaves it only the long distance haul, which may or may not be profitable.

An Illustration of a Successful System

A co-operative system was organized in a city of 12,000 inhabitants in the North-west. A company was incorporated under the State laws and the stock was taken up by the merchants co-operating in proportion to the value of the wagons, horses and harness that they contributed. In this way the new company acquired 20 wagons. Of these, however, only 14 were used under the new management, which nevertheless gave four deliveries a day, although that had been impossible under the old system. Moreover, by careful planning of routes the wear and tear on the wagons was reduced 75 per cent. and deliveries were made with regularity. Although costs of operations have risen, the system, which in this city is now eight years old, continues to be a source of considerable saving to the merchants interested and to provide satisfactory service to their customers.

Ten Years' Experience in a Middle Western City

In a middle western city of 15,000 population a co-operative delivery system was established ten years ago. Twenty-two stores joined the organization at the outset. Five have since joined. A stock company was organized. Each merchant turned over one horse and wagon appraised at $150, and also $100 in cash, representing a total investment of $250, or 25 shares at $10 a share. Five directors were elected. These chose a superintendent. Four deliveries are made daily—at 7.30 a.m., 10 a.m., 1.45 p.m., and 4 p.m. Light carting is done for the merchants in addition to the regular deliveries. A central station is used. Shoe, dry goods, hardware and other stores get their goods delivered at a rate of 7c to 10c per delivery. Grocers and butchers pay varying amounts under 5c under a coupon and C.O.D. arrangement.

Over $600 was cleared last year by handling deliveries for outside firms. So successful has been the system in this city that it has been possible to purchase the building which contains the offices.

These are only a few of the instances where the system has been successfully operated.

Going After Trade with a Bulletin

How a Little Trade Circular May Become an Effective Selling Agent at no Great Cost—A Hamilton, Ont., Merchant Uses Method Successfully.

IN these modern times most men engaged in business are thoroughly sold on the idea of the advantages to be gained from advertising. The only question with most of them is how to make the amount of their advertising appropriation get the best results. Then, too, as the size of the town increases the actual selling power of one newspaper as far as the store in the suburbs is concerned at least actually decreases. This at least is the belief of D. K. Clark, who carries on a thriving grocery, meat and hardware business at Ottawa Street, Hamilton.

Despite this fact, Mr. Clark is a firm believer in the power of advertising, but he figures that only the advertising that reaches his customers, or people who might possibly become customers, can be of any value to him. Newspaper advertising here, he contends, might draw people to the centre of the town, but it will not draw them towards the outskirts, and his store on the outskirts in a thriving and progressive district. Therefore, he has had to develop his own form of advertising.

The Monthly Bulletin Idea

The idea that Mr. Clark has developed is the idea of a monthly bulletin that deals particularly with the interests and

The D. K. Clarke Store, Hamilton, showing the grocery and meat departments in the front and hardware department at the side.

also the needs of the community it is designed to reach. For instance, from that community there have gone to the front a very unusual proportion of men. Every family has a personal interest in the war. Mr. Clark himself has a son at the front, and all are eagerly awaiting news of any of the boys from that section. For that reason Mr. Clark tries to get for this bulletin items of news regarding these boys, scraps from letters, or items of unusual interest clipped from papers that would not be available to all the readers. Items, too, of local interest are dealt with. In other words, it is made the local organ of the district that surrounds the store.

Not a Great Expense

Now it looks as though the issue of a monthly four-page booklet might entail quite an item of expense.

This is not the case, however. There is a certain amount of labor connected with it, but if you set aside the item of labor the bulletin pays for itself. In the district in which Mr. Clark is located there is quite a collection of stores. These stores were interested in the bulletin and willingly joined in the scheme. Mr. Clark gave the assurance that there would be no competitive advertising on the bulletin. When a merchant took space to advertise a certain line he was assured that he would be the only one so advertising. There is one grocer, one shoe store, and one hardware, and so on. Each month there are 1,000 copies printed at a cost of $11. Slightly over half of each page is devoted to the actual bulletin, leaving a place at the top and bottom for advertising. For this space on the back cover the charge is $3 a month, and for the same space on the inner pages $2.50, making a total of $16 per month.

There is, of course, the expense of delivery to be set against this. It is a comparatively small item, however. Five boys do the work for a total of $2.50. These boys go out under the supervision of Mr. Clark's son or the head clerk to make sure that none of the work is scamped, and the bulletins are actually delivered into 14,000 homes a radius of about three-quarters of a mile on every side of the store. These homes are all more nearly associated with this district than with any other. Therefore, it is advertising in which there is no waste. In the actual matter of expense, there is a revenue of $16 against an expenditure of $13.50, leaving a small margin to compensate for the time taken in getting out the bulletin.

Effective Advertising

It would seem to be an effective form of advertising, but is it? That is a question not easily answered. You can't question everybody who enters a store as to why they came; that system would lack graciousness, and would not tend to be helpful. So despite the desire to know just what the power of certain advertising is, it can only be determined by more or less indefinite means. Mr. Clark has noted enough of these instances, however, to convince him that there is a real pulling power in the idea.

THE BULLETIN

Issued monthly and distributed free throughout East Hamilton.

We want "The Bulletin" to be of real benefit to the people who read it. If you have any announcements of interest to East Hamilton, which you want the people to read, put it in "The Bulletin." See D. K. Clarke, 228 Ottawa Street, about it.

JUNE 1st, 1917 HAMILTON

How is your garden plot? We will all be experienced farmers next year

Yes, it has been a cold Spring, but the farmers say such weather is really beneficial in that it retards the tender spring growth until all danger of frost is past

Are the Mayor and Council going to dawdle along with the question of Gas Supply for Hamilton until next winter, and then let us suffer as before. It is a pity we haven't got a doctor on the Council, so he might give some of those gentlemen an injection that would give them energy to do more than merely talk

If a boy had half the pride in the baby that his mother feels, he would shut it in the barn and charge 3 pins for admission

How should the German rulers be punished for all the crimes they have committed during this war? Should not the Allies, when the day of reckoning comes, demand that the Kaiser and his men in authority, who have either directly or by consent outraged Belgium and Serbia, be hanged, and trust that at the judgment which all men must ultimately face, they will receive a punishment for Eternity befitting their crimes

Better than Swatting Flies

Put Screen doors and Windows on your home and keep them out. We have all sizes.

Screen Wire 18 in. to 36 in. wide.
Lawn Mowers $4.50 to $5.75
Lawn Hose, 12c. and 15c. per ft.
We sell water and gas pipe, ¼" ⅜", ½", ¾", threaded, and all kinds of fittings.

Your Summer Cooking Problem is solved if you use an oil stove. We recommend the "Dangler" Come in and see how it works.

Agents for B-H ENGLISH PAINT and CHINA-LAC

D. K. CLARKE, 228 OTTAWA ST.

HARDWARE

The front page of the bulletin issued by D. K. Clarke, Ottawa Street, Hamilton.

One day it will be a woman dropping in to ask the price of some article illustrated in the last bulletin. Another time it is a stranger dropping in to ask if she might have an extra copy of the bulletin. Thus the buying public of the section is made familiar, not only with the name of the store, but with the store itself, and the chances are that when they need some article that the store has advertised that it is there they will go to get it.

A Developing Business

Mr. Clark has only been in business in this section for a few years, starting with a grocery store, that gradually became a thoroughly paying venture, and that was then further enlarged to take in a meat department. The latest addition has been the hardware department, that bids fair to put all the others into the shade. Each department has its separate quarters, though they are all connected by doorways. Mr. Clark himself keeps a general oversight on the whole business, though he has associated with him his son, who has complete charge of the meat end of the business, doing all the buying of that and the fruit, while Mr. Clark himself does all the buying for the grocery and hardware. In the few years that the business has been in operation it has grown into very fair proportions, and is a decided factor in the community.

THE ALL-PACKAGE GROCERY CO. IN TROUBLE

Activity Described a Year or More Ago in Hands of a Receiver. Inability to Sell Stock Given As Reason

A year or two ago CANADIAN GROCER ran a description of an activity known as the All Package Grocery Company. In that article there was some suggestion that such schemes had not always proved successful and that there was a possibility that this one would not weather the business seas of two years. A despatch now comes from New York to the effect that the federal court of New York City has appointed a receiver for the All-Package Grocery Co., which for over a year has conducted a large number of retail stores in New York, Chicago and other cities. The action was taken on complaint of a stockholder, who claimed that the company's assets might be lost by the present management. He alleged that when he purchased 100 shares of stock in April, 1916, he was informed that a dividend would probably be declared either in January or July of this year, but no such dividend was declared. He further stated that the board of directors was under the domination of certain persons holding large blocks of stock for which they had not paid cash into the company's treasury.

The organization's troubles are ascribed to its inability to sell its shares to the public. The company was organized with a stock capital of $25,000,000, but less than $500,000 of it is said to have been sold.

The company started out with great promises. It manufactured some of its goods. It established weekly "schools" for its clerks and employed many schemes which appeared promising of real economies. Its prices were not materially lower than those of other well conducted stores, save on its own brands, on which it was able to undersell most of the "independent" stores. Chains have been less easily met in the competitive field. The cash and carry system generally prevailed, though latterly the company has had handcart delivery in some sections.

The chief comment in trade circles has been that the company seemed rather persistent in the continuance of stock sales, and curiosity has been expressed how long the capitalizing process would be necessary. It is said in some quarters that the recent difficulty in selling stock, with so many attractive ways for the small investor to use his money, led to a lack of capital, especially in the face of the company's need for ready capital to float its second unit of stores in Chicago. The company claimed six months ago to be on a dividend-paying basis in New York, but doubts of this have been expressed, based on trade observation of the apparent business being done in the stores.

REPRESENTS CANADA'S INTERESTS BEFORE SUGAR COMMISSION

Mr. J. R. Bruce, agent of the Royal Bank of Canada in New York, has been appointed by the Food Controller to represent Canada's interests before the International Sugar Commission, which is now sitting at 111 Wall Street, New York city.

The pleasant surroundings of the A. G. Bain Co. Store, King Street, Hamilton.

Why Sugar is Scarce

Production of Foreign Countries Far Below Normal, and Many Sources of Supply Cut Off—Cuba Called Upon to Meet Exceptional Demands.

THE production of beet sugar in France this year has been estimated at only 207,000 tons, as compared with an average annual production during the five years before the war (1909-13) of 752,542 tons. Normal consumption in France is 704,830 tons. The beet sugar production of Italy has also been reduced from a pre-war average of 211,050 tons to 75,000 tons. The pre-war annual consumption of sugar in the United Kingdom was 2,056,000 tons, all of which had to be imported. About 70 per cent. of the supply of the United Kingdom came from countries from which it is now cut off by the war. Great Britain, France and Italy would require to import about 2,700,000 tons before the next crop—and most of it from new sources if they were to maintain their normal consumption.

But the necessity of conserving supplies of sugar, which was emphasized by the shortage of shipping, has resulted in stern economies among the Allies. Before the war, England had the largest per capita consumption of sugar of any nation—93 1/3 pounds per person per year. This has now been reduced to 26 pounds per person per year, or about one ounce per day per person. In Great Britain prices have now been fixed for jams and jellies. There is no sugar for the home-made product. In France the people are on rations of 1.1 pounds per person per month, which the Government distributes at about 25 cents per pound. In Italy, because of the shortage of sugar supplies, the Government has set a retail price of $1.25 for a box containing 2.2 pounds. In Germany the present sugar ration is only .77 pounds per person per month. In the United States and Canada the per capita monthly consumption of sugar is about 7.4 pounds.

Food Controller Urges Reduced Consumption

The Food Controller has asked Canadians to reduce their consumption of sugar by at least 7 ounces per week per person and, in order to provide larger supplies to meet the necessary requirements of the Allies, a further reduction to 3 pounds per person per month may be urged. Steps have already been taken to curtail the use of cane sugar in candy-making and the use of sugar or molasses in distillation of potable liquors has been prohibited.

About 50 per cent. of the sugar consumed in North America is imported from Cuba so that the Cuban product is the dominating market factor. The International Sugar Commission, representing the Allied countries as well as the United States Food Administration and the Food Controller for Canada, is endeavoring to secure the Cuban production at a reasonable price. By curtailing consumption in this country so that the necessity of securing the Cuban crop is not so urgent, the people of Canada will be assisting the Sugar Commission, the Allied countries and themselves in obtaining supplies for spring and summer at lower prices than would otherwise be possible.

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U.S. FIRM INDICTED

Efforts to Maintain a Set Selling Price Bring Colgate & Co. Into the American Courts.

Colgate and Company of Jersey City were indicted by the grand jury in the United States Court here to-day for violation of the Federal laws by refusing to sell their products to dealers who would not agree to sell at the prices fixed by the company.

The indictment charges that Colgate and Company, manufacturers of soap and toilet preparations, for three years have engaged in unlawful practices in Virginia and elsewhere in the United States.

The indictment alleges that the defendants, through wholesale and retail dealers, fixed the price at which all their products should be sold, and refused to sell to dealers who would not agree to sell at the prices fixed by the company, thus suppressing competition.

CALIFORNIA FOOD GROWERS' ASSOCIATIONS FORM BIG ORGANIZATION

For Combined Advertising, Buying and Selling and Other Economical Advantages

Most of the California food growers' associations have combined into a big organization. Eight of them have already joined and others are expected to follow. This will control an annual agricultural output of about $50,000,000. It will be called the "California Federation of Farmers' Co-operative Marketing Association," and the initial membership comprises the following:

California Prune and Apricot Growers Inc.

California Associated Olive Growers Assoc.

California Peach Growers Assoc.

California Associated Raisin Co.

Central California Berry Growers Assoc.

Sebastopol Apple Growers' Union.

Poultry Producers of Central California.

Poultry Producers of Southern California.

The three organizations that will be added are the Almond Association, the Rice Growers' Association and the State Dairy Association. All of the big organizations in California, with the exception of the California Fruit Growers' Exchange and the Walnut Association, are thus included in the membership.

Officers already selected are: President; Wyllie M. Giffen, of the California Associated Raisin Growers' Association; members of the executive committee, J. F. Niswander of Fresno and H. G. Coykendall of San Jose.

The new organization sets forth the following as its objects:

(1) To secure co-operation on all problems of common interest.

(2) To secure an interchange of thoughts, ideas and experiences.

(3) To secure collective data on forms of organization and the dissemination of information relative to laws proposed and adopted, opinions and judgments of courts, commissions and tribunals involving the scope and limitation of the activities of co-operative marketing associations.

VILLAGE OF ANGUS, ONT., NARROWLY ESCAPES DESTRUCTION

The little village of Angus, near Camp Borden, narrowly escaped being wiped out by fire early Monday evening. From some unknown cause fire started in the second storey of Lee & Co.'s grocery and soon spread to a vacant store adjoining, and to an oil storehouse next to the post office and general store of H. L. Tarbush. Fortunately the storehouse was empty, but the fire, fanned by a strong northwest wind, made rapid headway in the frame building and several roofs 500 or 600 yards away were set afire. As the village has no fire-fighting appliances, it was difficult to arrest the progress of the flames, but a force of two hundred men proved equal to the occasion and kept the fire confined to the first three buildings mentioned. All the properties destroyed belonged to L. S. Lee, whose loss is estimated at $8,000, with some insurance.

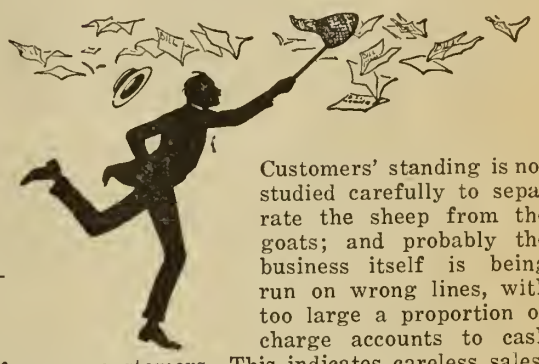
CHEESE BOX MILL DESTROYED

The Harman's mills at Fullarton, Ont., were destroyed by fire early this week. The mill, which was a large one, was used as a sawmill, cider mill, and cheese box factory. His loss will be heavy, with $3,000 insurance on the building. The machinery is ruined, and 16,000 cheese box sides, representing nearly a year's output and valued at $6,800. The mills gave employment to a number of men the year round.

How Can I Collect Those Old Bills?

By James H. Collins.

Illustrations by Jessie Gillespie—Reprinted from "Every Week"



THE sudden cold snap had frozen water-pipes all over town, and the electric light company was thawing out its equipment with a storage battery truck. A saloonkeeper pleaded with the foreman to help him get water—plumbers were unobtainable and he was losing business. The foreman was touched. He made connections from the truck batteries to the saloon pipes, turned on the electric current, and in a minute or two the water was running again.

"Five dollars," said the foreman. But the saloon man hesitated. That seemed a lot of money for five minutes' work—now that he had water once more.

The foreman was a born collector.

"Just reverse that current," he said to an assistant, "and freeze him up again."

"Hey! hold on!" shouted the saloon man. "Here's your money—I was only foolin'!" And he paid eagerly, not knowing that the foreman had ordered an electrical impossibility.

To persons outside the collection department of a business it often seems as if the granting of credit and securing payment of bills might be full of difficulties and uncertainties. But, really, this department of a business can be conducted on definite principles to secure definite results.

The first thing in prompt, clean collections is to use judgment in extending credit. Customers can be gauged by classes, lines of business, residence localities, wealth, and other indications, and the trustworthy separated from the doubtful.

The next thing is to be prompt and systematic in mailing bills and asking for payment.

Third, have some way of punishing the tardy debtor.

That covers about all the elements of skilful collecting.

Add a collection man whose heart is in his work, and the money will come in.

Bad collections can always be traced, first of all, to careless granting of credit. Customers' standing is not studied carefully to separate the sheep from the goats; and probably the business itself is being run on wrong lines, with too large a proportion of charge accounts to cash customers. This indicates careless salesmanship, and too many bad debts, which make high prices and short profits—foundation of the business all wrong.

Wise credit arrangements mean a better selection of customers, and also a better system in dealing with them. They are given to understand that bills are due on a certain day, and all the terms are clear, and the collection man asks for payment promptly on that day, with maybe a reminder several days in advance. Promptness and clear understanding lead to payment in three-fourths of the cases; for even debtors instinctively respond to straightforward dealing on the part of creditors, paying the concern that is businesslike, and putting off settlement with the one that is careless and tardy.

Sometimes a very little improvement in collecting methods will make all the difference in the world in prompt payment. A large instalment house sent bills to customers every month, and got a fair proportion of collections. When the collection man adopted the device of sending a printed return envelope with each bill, making it easier for customers to mail back money, the collections improved twenty-five per cent.

Punishment of a tardy debtor does not mean a lawsuit for the money due, or browbeating through attorneys, or other unpleasant practices. It may be enough to show him that slow payment is hurting his own business standing—if he does not pay promptly he will not be entitled to discounts, or it will not be advisable to sell him such quantities on credit. The old-time way of collecting hard accounts was to turn them over to attorneys, on the assumption that debtors were dead beats, and get the money by hook or crook, along with the lasting enmity of the debtor. But the present-day method is to take the whole question up with the debtor, learn all the facts, make such business adjustment as will enable him to pay, and hold his friendship and trade.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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EDITORIAL BRIEFS

DISCUSSIONS as to whether a merchant should apply an advanced price to stock on hand or not usually end with the advocates of either procedure holding to their own views. There is no uniform method adopted although it is generally supposed that the dealer keeps his prices level with the market but this is not always the case.

The right of the merchant to ask the increased price for his goods on hand which have advanced is generally conceded, just as a decrease would result in his having to mark his goods down. However, there are many merchants who prefer not to take advantage of a change in price, their justification being their desire to speed up turnover.

With such a varied practice, some confusion undoubtedly results and more so under present disturbed market conditions. However, it might be taken into account that the rapid changes which have gone into effect since the outbreak of war will in many cases undergo a revision downward when abnormal conditions cease to exist. It is on a rising market that the merchant must increase his bank balance and in this way prepare for the day of the declining market.

THE MISTAKEN CLAMOR OF THE PUBLIC PRESS

THE Toronto *Star* in a recent editorial under the caption "Page Mr. Hanna, Please" adds another to the long list of newspaper solutions for the difficulties of the high cost of living. It is sorrowful to note the amount of wisdom wasted by the arm chair economists of the newspaper offices on an obdurate Food Controller.

Of course the argument in this case as in most others is the old time-worn one that the Food Controller should fix prices on all articles of food. Fortunately Mr. Hanna is wise enough to disregard this clamor and go upon his way meeting the question according to his own best judgment.

The *Star* speaks rather scornfully of the literature of the Food Campaign. That literature is directed toward conservation, and we make no doubt that it is having a fair measure of success. After all saving food is the prime necessity. If the Food Controller listened to every whimper from the newspapers and arbitrarily used his powers to set prices, he would not curtail the demand for these goods but augment it. The one little ray of satisfaction in high prices is that they limit the number of consumers and so conserve the supply. Setting prices might cause a few yelps of joy among the newspaper theorists, but it would be at too great a cost. Food must be saved. There is no way to add to the available supply now; prices do not affect the matter in any way. It must be saved by the sacrifices, self-denial and restrictions of the people. In encouraging this spirit Mr. Hanna has chosen the wise part and he will have the co-operation of the thinking people in his campaign.

WHAT IS A REASONABLE PROFIT?

HERE is a problem that has been troubling all of us. There has been such a hubbub about merchants charging no more than a reasonable profit, but nobody seems to be quite sure as to how you would describe a reasonable profit. President Wilson has answered the question in part at least. He has issued an order to Food Administrator Hoover to hold the trade down to the "normal average profit obtained in the period prior to the declaration of war in 1914." This the President believes was a "just, reasonable and fair profit."

HERE is a thought from across the border. It appeared in *The American Miller*.

"The Canadian Food Controller evidently was not familiar with the ancient cracker barrel in old-time grocery stores, or he would not be so sanguine about the economy and desirability of selling food from bulk goods. That barrel was a horror from a sanitary point of view and only the grocer ever saw the waste and contamination at the bottom of it."

Fortunately the Food Controller has seen the light.

A DRY CANADA

THE first act of the Union Government was a drastic one, destined to make Canada dry from coast to coast within a brief while. Quebec will be the only province to suffer greatly and probably even here, this action will have been discounted. It has long been evident that a dry Canada was only a matter of time.

Tin Plate Situation Uncertain

Governments of Canada and United States Investigating Actual Requirements — Will Probably Distribute Supply According to Necessity Shown.

THERE has been a great deal of uncertainty of late over the tin plate situation and a great variety of opinion is abroad, much of which is based on no actual knowledge. It is known that last year the situation was serious enough to warrant a good deal of uneasiness, and that the limitation of tonage that still exists mnst of necessity still be a disturbing factor. The renewd activities of the great munition plants and the consequent difficulty of getting steel plate is another serious factor.

There has been no suggestion to date, however, of any actual famine in the product. All the activities relative to the matter have been to conserve the supply for the most urgent demands. At present there are investigations under way to determine what are the actual requirements of varying lines of activity on both sides of the line. It is expected that once these investigations have been completed that there will be an apportionment of the available supply. Just now liberal this apportionment may be to Canada, nobody is able to say, but as the United States dealings with this country in other lines has been of a generous nature there is no rason to greatly fear on this point.

T. N. Anderson of Hamilton, sales manager for Canada of the American Can Company speaking of the matter states:

"There are all sorts of rumors and uncertainties regarding the tin can industry for the future. No one knows or will venture to say what action either Government might take on this question. Practically all of the plates used in Canada during the war period have come from the States and the States have used very extraordinarily large quantities of plates under to-day's conditions. As far as we know Canada has not been handicapped to a point worth mentioning to date and in these uusual times we cannot worry too much about the future under conditions quite beyond the control of tinplate users.

"Both Governments are accumulating data which will show tinplate consumption divided by lines for several years past and estimates for next year. Our belief is that this information will be used by the United States Government as a basis for determining the future and deciding how much tinplate they can spare for export shipment to this country and others."

Fred Whittal of the A. R. Whittal Can Co., Montreal, is slightly less optimistic than Mr. Anderson.

"The United States" he says, "Government will not allow any export of tinplates at the moment for other than the manufacture of containers for perishable food products. Clear and concise information relative to the purposes for which supplies are to be used must positively accompany all requests and no supplies are permitted forward in any case without licenses for each separate lot." Mr. Whittall states that he understands that consideration is now being given a request for some material for paint containers but that this is still under advisement by the government's board. Tinplate can be bought in the States at the present time, but in most cases it will be of little advantage to the Canadian manufacturer because of the embargo. Until present contracts are satisfied, little relief, Mr. Whittall states, is looked for.

Terms of the Last Package Goods Order

Much Uncertainty on Part of Many as to Actual Conditions Prevailing Under New Order—Wheat Food Licenses May be Abrogated at a Month's Notice.

THERE has been so much discussion about the famous order-in-Council forbidding the use of packaged cereals, now happily deceased, that there is a good deal of uncertainty as to just what the present situation is. The first requisite now for the manufacturer of package cereals is the license without which he may not operate. It is interesting to note that wheat products occupy a different place from any other products. The manufacture of products composed either in whole or in part of wheat, even when licensed, may be forbidden on one month's notice if the Food Controller judges such action to be necessary.

The full terms of the order are as follows:—

The Order-in-Council

Whereas by order-in-Council dated the nineteenth day of October, 1917, it was amongst other things provided that the Food Controller shall have the power to grant licenses in such form and upon such terms and conditions as he may prescribe, for the sale of any foods known as breakfast foods or cereals in original packages of such lesser weight or size than twenty pounds as he may deem expedient, and may by written order exempt from the provisions of this ordinance any particular class or classes of persons, communities or places during such period or periods as may be described in such order, and may from time to time revoke or change any such order:

And whereas it is advisable in the public interests to make the following order:—

Therefore, I do hereby order:—

1. That on and after the first day of January, 1918, no manufacturer of breakfast foods or cereals shall manufacture for sale in the Dominion of Canada such breakfast foods or cereals in original packages of less than twenty pounds without first obtaining a license from the Food Controller for each kind of breakfast food or cereal manufactured.

2. That there shall be printed or marked on each package, in such clear and legible manner that it may be easily read by the consumer, the name of the article, the name and address of the manufacturer, the net weight of the contents of such package (such weight being given in pounds and ounces avoidupois), and the number of the license held by the manufacturer.

3. That no coupons, premiums, prizes, presents or other similar inducements to purchase shall be enclosed, given away or sold with any such breakfast foor or cereal.

4. That the prices at which breakfast foods or cereals are sold to the public in packages shall not exceed such an amount as will pay for the cost of the containers and allow a reasonable profit on the contents of the package. The containers shall in all cases be inexpensive.

5. That all licenses issued under these regulations for the manufacture of any breakfast foor or cereal which is composed in whole or in part of wheat flour or any product of wheat shall be subject to cancellation by the Food Controller upon one month's notice, if in the opinion of the Food Controller it is desirable to conserve the wheat or product of wheat so used, and the Food Controller may, if he considers it in the public interest, permit such manufacturer to substitute any other flour or material in the manufacture of such breakfast food or cereal in place of such wheat flour or product of wheat.

6. That in every application for a license under these regulations the applicant shall state the cost per pound or per package to the manufacturer of the container, and of advertising and selling such breakfast food or cereal, and if in the opinion of the Food Controller such cost is excessive, he may refuse to issue a license.

7. The wholesale dealers and retail dealers shall not require a license to sell any breakfast food or cereal in original packages of less than twenty pounds, when such breakfast food or cereal has been manufactured under a license issued by the Food Controller.

8. That the following shall be the fees chargeable for a license to manufacture a breakfast food or cereal:—

(Continued on page 33.)

The Necessary Profit

Further Analysis of the "Don't Get Ahead" Merchant—Bootstraps Poor Lifters — Must Have Profit-Leverage.

By Henry Johnson, Jr.

WHEN a merchant does $30,000 to $35,000 of business with expenses stated at about 11 2/3 per cent. and stands practically still something is radically wrong. To correct this condition we must first point out the obvious faults and then seek for those hidden both from the merchant and, perhaps, ourselves.

R. H., my correspondent of last week, referred to my series on running a retail credit business, just completed, for some suggestions. I feel sure that therein he will find something he can use. I invite him to ask questions after he has studied that, for I am sure his credit department will bear improvement.

And he should go after part of the problem diligently. For to owe $4,500 with $1,500 past due and extended while being owed $3,500 of none too active accounts is really a serious condition. To-day, with active trading and quite prosperous times, is the time to make the correction and weed out the dead wood. If and when slower times come he will find the task much more difficult or actually impossible of performance.

DROP "TRADING-IN" WITHOUT RECORD

Next correction should be the trading-in method. When you buy anything, make a regular business of recording it, just as if you paid the money for it and gave nothing but money in return. That is, treat your produce purchases as you would purchases of hardware or any other merchandise.

Best way is to weigh in the butter, count the eggs, and otherwise check what is brought to you; and immediately make a paid out check for the whole. Then *pay the money* to the seller. Next, take his order for whatever he wants, and ring up the sale just as if no produce had been brought in; take the money for the goods as from a cash purchaser. The first time you do that your farmer will express surprise; but just tell him that it simplifies your accounting. No need to change your system of trading out the entire amount, if that is your present plan; for you can insist that the order amount to at least as much as you have paid him just as readily as you insist on handing over the cash. But you will find that this plan enhances confidence and promotes better feeling thereby—which in itself is a considerable advantage.

Keep those produce transactions by themselves under a separate heading in your books, and thus you will not only have an accurate account of just how much your business amounts to as a total, but you will learn just what proportion is done on the trading-in basis. I believe you will be surprised to find what a considerable item it is.

WHERE DOES THE PROFIT GO?

Now, inasmuch as you should have fully $1,500 of hard, net profit every year and you evidently do not realize that sum, where does it go to? You must find that out before you can hope to improve very much.

I believe that much of it is lost through the making of "good-natured" concessions. Maybe you have a way of dropping off the odd cents or half cents to make "even change." If your sale foots up $1.01, or $1.11, or 12½c, you quite frequently "call it" $1.00 even, or $1.10, or 12c? If that kind of laxity runs through your business, three things follow:

First there is the actual loss. What can that really amount to? Well, $100 daily sales in your store of mixed merchandise probably represents fully 250 daily transactions, averaging 40c a sale—at least. So an average loss of ¼c on each sale means 62½c a day, $187.50 a year; ½c average loss would mean $375.00 a year of loss. This shows that the smallest fraction of shrinkage which recurrs as an *average* is a most insidious and persistently serious form of loss.

Second, and much more serious, is the fact that every helper you have will copy your laxity in this regard—and go you several better. For one of the preferred ways whereby clerks curry favor with customers is to be good to them—at your expense. And in their case the shrinkage rapidly increases from quarter and half cent allowances to pennies, nickles and quite often dimes. Here, then, is a perfectly obvious way of frittering away your entire theoretical profit without any intentional neglect of your interest or dishonesty on the part of your helpers.

Third, and most serious of all, such laxity begets dishonesty; and soon the character of your helpers is apt to be undermined so that their concessions become allowances to themselves, on the unconscious theory that if the boss can afford to be so easy with his customers, he can also afford to be more liberal with his helpers!

And all these are real, tangible forms of loss, terribly insidious because unsuspected, unlooked for, unrealized.

Believe me! lax methods do not pay.

TOO MUCH BOOKKEEPING?

R. H., says his office work is well kept up. What does that mean—that he is in his office every spare minute, working over cumbrous records and leaving his store, his stock and customers to his clerks?

I recall a very fine looking store in Colorado Springs which was for sale in 1905. It was a fine, large room; good location; light and airy; well selected stock. There should have been no reason why any man should not have been so prosperous in it that he would have been content to stay by the job of running it and making real money out of it. But the first glance into it indicated clearly to me why it was for sale; and I was not surprised to note, very soon afterwards, that it was closed up with a sheriff's notice attached to it.

For the day I called in I found the boss in the office, "busy" at his desk, while all the practical work was being done by helpers. The Old Man came out to see me with the air of one having only part of his mind in any work on the floor.

Now, bookkeeping is absolutely essential in any business, as I have insisted with steady reiteration in

these columns; but I have shown more than once how every essential can be carried on by a system which will take any active man's time for about 20 to 30 minutes daily, while the routine of posting and all that can be handled by a girl.

By all means, get away from the desk. Devote your own time to the practical handling of your buying and selling, the personal meeting and attention to your customers, the intimate and constant touch with the real things of which your books are properly only a reflection.

GET OUT OF DEBT

Get out on the floor in this way. Know your stock so intimately that you can buy intelligently from hand to mouth. Take on what you *need* for your business, not for a minute what the salesmen need to sell you. I wager you will find a hundred ways to curtail your stock.

If to this you add such system as will insure your getting the fractional odds and ends of pennies which make up your net profit, promote accuracy and honesty and enhanced efficiency, and throw on to other shoulders the purely routine work of your business, you will have solved many of your problems; and *collect diligently when accounts are due.*

Set before yourself a clear-cut, definite task; to reduce your indebtedness steadily. Make it the first business of your life to clean up the overdue stuff. Let that be a matter of real religion with you—that, whatever betide, you simply MUST NOT owe for goods beyond the due-date.

Next, aim for the cash discount. You can get this by saving a stated sum every month—as I have outlined here very recently—and thus accumulating money with which to pay within ten days. Simultaneously, aim to decrease your bank loans. Never let up on these things until you can stand in your front door looking inward and feel that everything you see belongs to you free of any debt or incumbrance. Then you will feel that your work is worth while.

This may look like a big order and a heavy program. Never mind. It not only can be done, but right now is the time to do it—and do it all. I am not sure that the extra man at $1,000 to $1,200 a year might not be a good investment; but I prefer to have you reply on some of the points I have made first. For I want to aid you intelligently, and to do that I need some further details such as I have indicated already.

Write to me further—freely and frankly. I shall be mighty glad to help you in any way, big or little, entire or partial. If only one useful hint results, the effort will be profitable to both of us.

Interior of the A. P. Johnson Store, Bronson Ave., Ottawa.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

T. Rankine & Sons, Ltd., manufacturers of biscuits, etc., St. John, N.B., suffered loss from smoke and water.

The large general store of A. & H. McKeague, Gagetown, N.B., was destroyed by fire on December 16. Store and warehouse, with their contents, were destroyed, the total loss being about $20,000, with insurance of half that amount.

The travellers and home staff of the J. A. Marven Co., Ltd., held a reunion at the factory in Moncton on the evening of December 20. The company's permanent representatives in various maritime cities also were present. A generous banquet was followed by a long toast list, with speeches and songs.

R. W. Wigmore, who was head of a large dairy product company before becoming Commissioner of Water and Sewerage for the City of St. John, was elected to Parliament on the Unionist ticket for the constituency of St. John-Albert.

W. Frank Hatheway, of W. F. Hatheway & Co., Ltd., St. John, and Mrs. Hatheway, are spending Christmas in New York.

The fish market at St. John is unusually bare at present, cod and haddock being the only fresh fish obtainable regularly, and they show a consequent advance. Some mackerel and hake have been offering, but not much. Price list shows: Cod, small dry, $8 to $8.25; medium dry, $9.50 to $9.75; fresh, per pound, 7c to 10c; bloaters, per box, $1; kippers, per 100, $2.50; haddies, per pound, 12c; haddock, per pound, 7c to 10c; herring, pickled, per half-barrel, $5.50 to $5.75.

QUEBEC

P. Brunet, grocer, Montreal, has sold out.

N. Chartrand, grocer, St. Autoine St., Montreal, suffered loss by fire.

L. H. Pibus, grocer, Knowlton, Quebec, has sold his business to H. Holden.

J. L. Freeman, manager of the Montreal headquarters of H. D. Marshall, was a visitor to the Quebec branch last week and called on the trade.

ONTARIO

A. W. Hill, St. Thomas, Ont., is retiring from business.

McDonald Bros., grocers, Toronto, have dissolved partnership.

L. R. Stanley, grocer, Port Colborne, has been succeeded by W. H. Boneberg.

Sarnia's new market building was recently officially opened to the public and buyers. It is well heated and lighted.

J. D. Wright, head of the baking and confectionery firm bearing his name, will be a candidate for aldermanic honors in St. George's ward, St. Catharines, Ont.

Brantford has been conducting a buy at home campaign. The campaign has behind it the bulk of the business men in the town, who are actively engaged in helping the movement. It is expected that this campaign will have a material effect on the business of the city.

WESTERN PROVINCES

J. Godard, general store, St. Louis, Sask., has sold out.

N. I. Thompson, grocer, Irricana, Alta., has sold out.

Swain & Fox, general store, Ogden, Alta., have sold out.

M. H. Solstand & Co., general store, Lang, Sask., have sold out.

E. B. Archibald, general store, Swanson, Sask., has sold out.

L. D. Sky, general store, Edmonton, Alta., has moved to new premises.

D. C. Duncan Co., Ltd., general store, Estevan, Sask., have sold out.

Neumiller & Zaiser, general store, Estuary, Sask., have dissolved partnership.

Farmers' Supply Co., general store, Cabri, Sask. has opened a branch at Abbey, Sask.

Louis McLain, president of Louis McLain Co., Winnipeg, who has been laid up, recovered in time to be back on the job for the Christmas rush.

A. Pattison, formerly with the Cowan Co., Winnipeg, has been appointed Western representative for the Welch Grape Juice Co. from Fort William to the Coast, and already reports good business.

P. A. Young & Co., of Crystal City, Manitoba, are retiring from business and have sold their entire stock of general merchandise to the A. F. Higgins Co.

The Community Store, of Salmon Arm, B.C., has issued an elaborate price list in newspaper form. There are four pages of full newspaper size, calling attention to the goods of the store.

HON. RICHARD TURNER PASSES AWAY

Hon. Richard Turner, member of the Quebec Legislative Committee and one of the prominent business men of Quebec City, died there Saturday afternoon last after a brief illness, at the age of 74 years. He was founder of Whitehead and Turner, president of the Lumber and Pulpwood Co., of Bouteller Bros. Company, Limited, of the Quebec Cartage and Turner Company, a director of the Imperial Bank of Canada, and one of the founders of the Lake Edward Sanitarium. He is survived by a widow and six children, among whom is Major General Sir Richard Turner, V.C., K.C.B., D.S.O., commander-in-chief of the Canadian forces in England

CHAIRMAN OF HARGREAVES, LTD., PASSES AWAY

The death occurred recently in England of T. L. Hargreaves, chairman of Hargreaves Brothers & Company, Gipsyville, England. In the late sixties Mr. Hargreaves founded the present business, and for about half a century has been actively engaged in this business. He retired from the active management of the business in 1910, but remained the chairman of the company, and took a keen interest in its progress.

Mr. Hargreaves was in his 74th year, and had been ailing for some time.

NEW BRUNSWICK SMELT SEASON

The smelt fishing season on the Northumberland Strait shores of New Brunswick has opened propitiously. Early returns show that in the Miramichi district, at and near Chatham, both quality and quantity of fish have been disappointing. The fishermen there are receiving about 10c a pound, while at Rexton and Richibucto, in Kent County, it is reported they have received as much as 15c. This, however, is for fish of unusually fine grade; the average price is not above 12c.

The export of smelts from the Moncton consular district during the 1916-17 season, that is from December 1 to February 15 following, as shown by consular invoices certified, was 957,989 pounds, valued at $95,805.

VETERAN GROCER DEAD

East Cornwall Man Passes Away at Age of 100 Years and 4 Months

Charles Ruest, probably the oldest resident of Cornwall, Ont., passed away at his home in East Cornwall. The deceased was a native of Rimouski, Que., where he was born on June 1st, 1817, being at the time of his death 100 years, four months and nineteen days old. He came to Cornwall thirty-eight years ago, and has conducted a grocery business since that time. He was able to attend to his store until nine months ago. The deceased was for years a river captain and conducted a freight and passenger boat from Rimouski to the sea coast up to the time he retired and moved to Cornwall.

COMMERCIAL CONGRESS OR SHORT COURSE FOR DETAIL MERCHANTS

Manitoba University will put on a special one week short course for retail merchants, February 4th to 9th, 1918. This course will consist of lectures each day on all subjects having a bearing upon retail merchandising. The course is being prepared to meet the requirements of the retail merchants of the West. In addition to the lectures there will be opportunities given for discussion or consultation periods.

For the last three years the Universities of Minnesota, Wisconsin and Illinois have provided short courses for merchants of their respective States. In each case, the attendance has continued to grow because the merchants have recognized the practical value of getting the best information possible on the various phases of merchandising. A committee of country merchants is co-operating with the Secretary of the Advisory Committee on Commercial Education to make this course one of the most interesting that has ever been offered to merchants in any part of Canada. Two of the very best men will be brought to Winnipeg to assist local experts in handling the various subjects to be discussed. It is altogether likely that Roy Soule, editor of "The Hardware Age" New York, and C. Prior Irwin of the Wisconsin University will be in attendance and deliver the principal lectures. The success of the course, apart from the character and value of the addresses, will be measured largely by the number of merchants and their clerks who attend.

To be sure of the future support of the University in offering such valuable education for retail merchants of the province, a general response is necessary. In cases where merchants are unable to be present, an effort should be made to have a clerk or clerks attend the course on behalf of the store and thus get the benefit of the information and ideas available.

Last February, five members of the Manitoba Association attended the short course provided by the Minnesota University. The subjects treated in this course were as follows: Accounting, Preparing an Annual Statement, Credits and Collections, Over-buying, Perpetual Inventory, Arrangement and Display of Stock, Window Dressing, Salesmanship, Advertising, Knowing the Markets, Keeping a Mailing List, A Store Paper, Turn-over, Community Development, Circular Letters? How to Meet Competition, Dealers Co-operating, Selling Points of Goods, Training Salespeople, etc. Upon their return to Winnipeg, the members recommended to the Manitoba Executive of the Retail Merchants' Association that every effort should be made to provide a similar course for the merchants of Manitoba, and it is gratifying to know that the officers have succeeded in getting the fullest co-operation of the Manitoba University in accomplishing the task. It is up to the merchants all over this province to make this an annual affair by proving to the University that their efforts along this line are fully appreciated. Your appreciation will best be expressed by your presence. The short course comes at a very desirable time. Most of the merchants will have completed stocktaking and business will likely be quicter than at any other period during the year.

L. P. Stanley, of Port Colborne, Ont., has sold his business to H. Boneburg and has enlisted in the Royal Flying Corps.

Sergt. J. A. Finnerty of 106 Broadway west, Vancouver, B.C., was wounded in action on November 10, according to information just received by friends. He left Vancouver with the 158th Battalion, prior to which he was a clerk in the grocery firm of Edgett & Co.

Sergt. William Wallace Watson, formerly a partner in the firm of Watson Bros., fish packers, in Vancouver, was killed in action November 10. He went overseas with a Vancouver battalion and served in France for two years.

Pte. Hector Macdonald Bennett, son of Mr. and Mrs. Wm. Bennett, of 711 Gladstone ave., Toronto, is reported dangerously ill. A brother, Walter C. Bennett, was killed March 1st, and another brother, Sidney George, is in France. Private Bennett went to France eight months ago, prior to which he was a driver for Bunnett's grocery, Bloor St. west, Toronto.

TERMS OF THE LAST PACKAGE GOODS ORDER

(Continued from page 29.)

When the value sold does not exceed $100,000 per annum, $10.00.

When the value sold does not exceed $200,000 per annum, $30.00.

When the value sold does not exceed $300,000 per annum, $30.00.

When the value sold does not exceed $400,000 per annum, $40.00.

When the value sold does not exceed $500,000 per annum, $50.00.

And when the value so sold exceeds $500,000 per annum then the license fee shall be $50.00 and in addition $5.00 for each $100,000 or fraction thereof sold in excess of $500,000. Such value shall in each case be the value of the previous year's business for goods manufactured or sold in Canada. If the cereal has not been previously manufactured or sold for a year before the application is made for a license the fee for the license shall be $10.00. A sworn statement of the facts upon which the amount of the license fee depends shall be attached to the application.

9. That applications for licenses shall be made in form A of the Schedule hereto.

Dated at Ottawa, this 14th day of December, A. D. 1917.

W. J. HANNA.

BACK TO THE OLD STORE

Back to the old store, Nancy;
Back to cheese and the ham,
To the cave where I slave for the fool and the knave
Selling them jelly and jam.

The world seems dark and dreary,
From toil there is no hope,
When a boy came in with a foolish grin
Said, "Gimme some napkin soap."

Then the world seemed a little brighter;
I will work and not vainly wish,
When a girl with a curl and her brain in a whirl
Asked, "Have you got any tuten fish?"*

So I'll stick to the old store, Nancy,
I'll stick to the cheese and the ham,
To the cave where I slave for the fool and the knave,
Selling them jelly and jam.

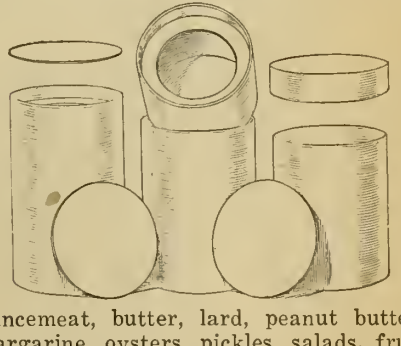
* Tuna fish.

New Goods Department

A PAPER SUBSTITUTE FOR CANS AND BOTTLES

There has been placed on the market by a Toronto firm a new "container," made entirely of paper. The company claims no glue or other impure substances are used in making it.

In describing its manufacture, it is pointed out the paper is passed through a chemical process, which renders it liquid, worm and weevil-proof. It is then formed into cylindrical cartons, the inner case of which becomes hermetically sealed when closed. It is used for such products as jams, jellies, marmalades,



mincemeat, butter, lard, peanut butter, margarine, oysters, pickles, salads, fruit cake, candies, cookies, etc.

Another form is used for dry products, such as tea, coffee, sugar, spices, baking powder, tobacco, etc. Hygienic Containers, Limited, 12-14 Sheppard Street, Toronto, manufacture these packages. They have been experimenting for months on a new style of package, and on February 1st, 1918, will have eight standard sizes, ranging from 2 in. to 6 in. in diameter by 2, 3, 4, 6 to 10 in. in height. These packages will be made of wood-fibre stock treated by their chemical process.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

THE MARKETS AT A GLANCE

INTEREST in the rolled oat and oatmeal situation has been keen during the week, following advances that have been made effective on the part of the mills. There is an insistent demand from the local trade in the face of the upward tendency in the market. One manufacturer advanced the price considerably in excess of other mills just by way of stopping the demand. There has been a heavy export movement in this class of cereal and milling oats are reported scarce. Corn products are also in firm market as a result of the situation in corn. While the embargo on shipments of corn into Canada has been raised by the United States Government, the quality of corn coming forward is very poor and millers have to consume larger quantities of corn in order to obtain a given amount of corn products. This is working out toward firm prices. No announcement has been made as yet with respect to a change in the price of flour, although millers are expecting that permission to charge higher prices will be granted by the department of food control.

One Canadian refiner obtained some supplies of Demerara raw sugar during the week and this will help out toward relieving the sugar situation. Supplies of margarine from the United States came into the Canadian market during the week. Shortening is in light supply owing to the light arrival of cottonseed oil. Barrel pork was in firmer tone with higher prices recorded in some quarters. This condition has been induced through the possibility of an embargo on supplies coming into Canada from the United States. Turkeys and ducks were in fairly good supply during the week, while geese were plentiful. Chickens were also in good supply. Wholesalers are now engaged in taking stock for the balance of the year. Travelers will not make their rounds to country points during the week, although calls will still be made in some of the large centres. Trade for the holiday season has been very gratifying in view of the shortages in numerous lines.

QUEBEC MARKETS

MONTREAL, Dec. 24. — While staffs have been busy with work incident to the closing of books or arrangement of stocks for making the annual inventory, general jobbing business has been rather confined. Many sorting orders for strictly holiday lines have been filled, but beyond these the compass of business has been of limited volume. In the matter of teas, one large importer told CANADIAN GROCER that they had never experienced such brisk business for the product as has obtained this year during the holidays. Nuts and fruits have sold very well, and the former commodity has been hard to obtain, sales being more limited as a consequence. Few shipments have arrived the past week, but there have been one or two. Among these is a consignment of seedless raisins, loose, and two other shipments, one of Barcelona filberts and one of new shelled walnuts. Walnuts will not be obtainable as from French points from now on. CANADIAN GROCER was given the contents of a telegram today stating that an embargo had been placed by the French Government against the export of these, dating from December 4th. Fish have been selling very well and there are a few changes in prices on this line, some of an upward and some of a downward tendency.

While molasses is much higher than some think to be justifiable, it is stated that spot stocks in Barbadoes are readily absorbed at options obtaining there. Glucose is now available in larger quantities and this is being freely bought. Corn syrups are also in good demand. A firm tendency is noted in rolled oats again. Pearl hominy is higher. There has been a somewhat small demand for turkeys as yet, owing to the abnormally high prices that are asked. Owing to the scarcity of new-laid eggs and the large needs for Christmas cooking, storage stock is firmer and two cents per dozen higher is being asked. California oranges are quoted higher this week. The sugar situation remains as reported last week, prices on refined ranging from $8.80 to $9 per cwt. In the matter of deliveries, however, there is some considerable improvement and one large refiner is receiving some much needed supplies of raws.

Sugar Is Selling Without Further Change

Montreal.

SUGAR.—The action of one refiner in reducing his price for granulated last week has had no effect on other quotations, so that there are still the three prices, ranging from $8.80 to $9. Attention is still centered on the freight rate situation as applying to shipments from Cuba of the raws, and while some have announced that these rates have been struck, it is doubtful if the committee at Washington has yet made its announcement. Locally, there is the usual demand and none seem to be actually out of the refined grades. There has been a good demand for icing sugars for holiday trade. One large refiner reports the receipt of some raws and the deliveries which he is now able to make are considerably larger and more frequent.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	9 00
Canada Sugar Refinery	8 80
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond Icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Large Pack Salmon; Canned Goods Quiet

Montreal.

CANNED GOODS.—Locally, the market is without feature and trade passing is rather limited and confined to sorting business. The large pack of salmon, which is reported as the biggest on record, should have a beneficial effect sooner or later on the prices for this commodity. This refers to the Alaskan pack. Of this, however, the U.S. Government has bought largely, and as a matter of fact there is little apparent trading in the U.S. markets for canned goods aside from what government orders call for. It would

seem that many people are eating less canned goods than for many years, and with the family of moderate income this is a line that must be dispensed with to a greater or less extent, while prices are so abnormal.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Coboes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

More Seedless Raisins; Shipments Still Slow

Montreal.

DRIED FRUITS.—When a jobber receives a belated shipment of dried fruit these days he is very pleased, indeed. So long have shipments been on the road that an unprecedented condition has been created. All attempts to rush matters seem to fail and it is a matter of waiting until the "powers that be" do the needful. One jobber reports the arrival of a shipment of seedless raisins (loose) and this has arrived in time to meet some of the holiday demand. These raisins are selling at 16c to 16½c per pound. Otherwise there is no new feature for the week. Package raisins have sold well and available fancy stock has been picked up promptly.

Drained Peels—		
Citron	....	0 35
Lemon	....	0 27½
Orange	....	0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	....	2 25

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Glucose Demand Good; Molasses Holds Firmly

Montreal.

MOLASSES AND SYRUPS.—There has been little change in market conditions affecting syrups and molasses. Glucose is now beginning to arrive and for this there is a brisk demand. Ordinarily this would not be the case to any great extent, as, in normal seasons when deliveries are made when wanted candy makers and others using the product have their wants supplied early. Now there is a very brisk demand and they will accept delivery of all that they can procure. There is also a good demand for corn syrups which are being sent forward promptly. Molasses is firm with a strong undertone, the conditions being such at producing points that there is a ready response to options, which are being taken up readily.

	Prices for Fancy, Island of	Choice, Montreal
Corn Syrup—		
Barrels, about 700 lbs	....	0 07½
Half bbls. or quarter bbls., ¼c per lb. over bbls.		
2-lb. tins, 2 doz. in case, case	....	5 15
5-lb. tins, 1 doz. in case, case	....	5 50
10-lb. tins, ½ doz. in case, case	....	5 25
20-lb. tins, ¼ doz. in case, case	....	5 20
Barbadoes Molasses—		
Puncheons	0 86	....
Barrels	0 89	....
Half barrels	0 91	....

For outside territories prices range about 3c lower.

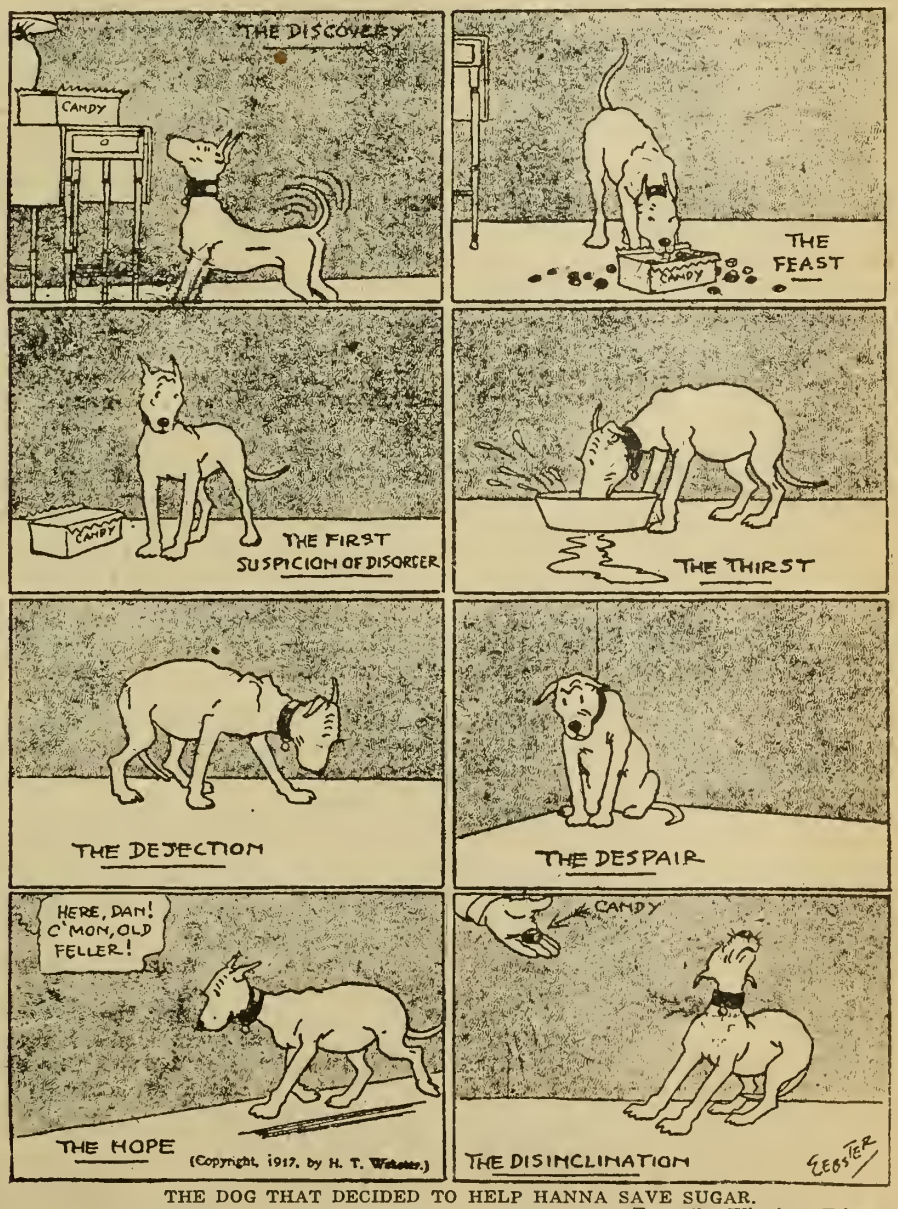
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	....	....
Barrels, per 100 lbs.	....	....
Half barrels, per 100 lbs.	....	....

Barcelona Filberts In; New Shelled Walnuts 58c

Montreal.

NUTS.—"Business is fine" said a large importer to CANADIAN GROCER. Sales of nuts have been large and some have to regret the shortage of certain lines which are so popular at the Christmas season. New Barcelona filberts are to hand and are being asked for by the retail trade for immediate sale. These are priced at 17½c to 18½c per pound. A shipment of new shelled walnuts has also just been received. There would be a better feeling among importers and jobbers if they could



THE DOG THAT DECIDED TO HELP HANNA SAVE SUGAR.
—From the Winnipeg Telegram.

secure much needed supplies of various lines, that they had hoped to have weeks ago. An embargo has been placed on shelled walnuts by the French Government effective from December 4th. This message was received and on the same day communicated to CANADIAN GROCER. For the immediate present, therefore, none will be exported from there.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 22
Filberts, Barcelona	0 17½	0 18½
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1	....	0 17
Peanuts, shelled, Virginia, No. 1	....	0 16
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	....	0 16
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1	....	0 24

Maple Syrup Demand; Honey Holds Firmly

Montreal.

MAPLE PRODUCTS AND HONEY. — There has been a better demand for maple syrup in some quarters the past week. This is due to the arrival of colder weather undoubtedly, and in many parts there should continue to be a large use of this commodity. Prices are firmly maintained, but without change. Honey is selling in moderate quantities at unchanged prices. Of this the supply is becoming appreciably less.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 17
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 19½
Clover, 60-lb. tins	....	0 19
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Bean Markets Strong; Supplies Are Short

Montreal.

BEANS.—There is a decided firmness of undertone to the bean market. Supplies are not coming forward as well as many would wish for and prices will, therefore, probably remain firm. Ontario stock still is scarce. The Quebec article is mostly in prominence and the good quality of shipments is remarked by the jobbers. Trade is fair and with continued cold weather this will probably be better still. The following prices hold. Split peas are said to be very firm, with higher prices probable.

Beans—		
Canadian, hand-picked	....	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 15
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	....	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	....	10 00
Michigan, hand-picked	....	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	....	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Tapioca And Rice Unchanged And Quiet

Montreal.

RICE AND TAPIOCA.—"The situation on rice is summed up in the transportation situation," said a large rice miller to CANADIAN GROCER. It is a problem to know what the outcome will be and there is rather a more uncertain outlook for future deliveries than before. Locally sales are decidedly confined to small sorting business. For the strictly holiday demand there is probably some improvement in sales, but for the most part they are limited. Quotations remain unchanged.

Carolina	10 00	11 00
"Texas," per 100 lbs.	....	9 50
Patna (good)	....	9 40
Siam, No. 3	8 00	8 50
Siam (fancy)	....	8 75
Rangoon "B"	....	7 80
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	....	7 60
Packling rice	....	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Teas Are Firmly Held; Some Lots Arriving

Montreal.

TEAS.—Fair movement of teas is reported and beyond this the market was without feature. Some retailers are selling normal quantities of the better grades and this is the case where the trade is largely with those who can afford to pay the high rates. Some deliveries of imported stocks are being made. Prices are maintained here, while in the Ceylon product some interest has been aroused through the announcement that the British government will take 40% of the Indian tea output. In addition to this part of the Ceylon crop will be taken by the British government. Recent advances in ocean rates will probably tend to make prices somewhat higher.

Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Coffee And Cocoa Trade Has Remained Good

Montreal.

COFFEE.—The local supply of coffees seems to be ample for the needs and demand is fairly good. There is no new feature to report, prices being maintained as quoted last week. In the primary centres there is a more buoyant condition with prices somewhat firmer. This has had the effect of making a firm tone in the New York market which shewed some advance toward the close of the trading operations. This refers to futures, while for spot trading there was a good demand at unchanged prices. Cocoa sales are good and for this there seems to be an increasing demand.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spice Men Report Lighter Spot Stocks

Montreal.

SPICES.—Locally, there is no change reported in the prices for spices. The general tendency is to firmness and in several lines the stocks are growing measurably lighter. Few supplies are coming forward and there are evidences of a continued shortage on cloves, and in gingers there is a tendency the same way. Foreign centres report a light amount of trading, while the same condition largely prevails in New York circles. In London there is a slightly easier tone, due no doubt to the lighter demand rather than to any other cause.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	....	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

California Oranges Up; Vegetable Demand Good

Montreal

FRUITS AND VEGETABLES.—The past week has been a brisk one in many lines of fruits and for vegetables as well. Oranges and bananas sold well, and for grapes and apples there has been a good request from retail trade. The imported lines of vegetables are again popular, such as hothouse lettuce and California cauliflower. A few changes have been in evidence of which the following are the most important: California oranges advanced to $6.25. California cauliflower is 75 cents per dozen higher, to $2.75. Curly lettuce is down to $1.50 for the 4-doz. box. Leeks are higher by 50c per doz. bunches, to $3. New Bermuda parsley has arrived and is quoted at 70c per doz. And Canadian watercress is quoted at $1.50 per doz. Evergreen, for decorative purposes is down 25c, to $1.50. Altogether there has been a good tone to the market for the past week.

Bananas (fancy large), bunch	3 50	4 00
Oranges, Valencia (lates)	5 00	5 75
Oranges, Porto Ricos	3 75	4 25
Oranges, California	5 75	6 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	7 00	8 00
Grape fruit (fancy Jamaicas)	....	3 75
Pineapples, Cuban, grate	....	5 00
Grapes, Malaga, 40-lb. kegs, lb.	....	0 40

Grapes, Malaga (keg)	7 00	7 50
Tokay grapes, crate	....	2 75
Pears (California)	....	4 50
Apples, new (in bbls.)—		
Cocoanuts (sack)	....	7 25
Wealthy, No. 1	7 00	7 50
St. Lawrence	....	8 00
Fameuse	8 00	8 50
McIntosh Red	....	8 00
Ben Davis	....	5 50
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	....	4 00
Cauliflower (California), crate	....	2 75
Cabbage, Montreal, per bbl.	....	1 75
Cabbage, Montreal, doz.	....	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario)	....	5 00
Celery, California	....	6 50
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	2 00	3 50
Spanish onions, large crate	5 00	5 50
Spanish onions, small crate	1 50	3 00
Potatoes (sweet), per hamper	2 50	4 50
Carrots, bag	0 90	1 00
Beets, bag	....	1 00
Parsnips	....	1 25
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	....	1 50
Tomatoes, pound	....	0 30
Horse radish, per lb.	....	0 25
Beans, wax, bag, U.S.	....	7 00
Beans, green, bag, U.S.	....	7 00
Leeks, per doz.	2 50	3 00
Parsley, doz.	....	0 50
Parsley, Bermuda, doz.	....	0 70
Mint, doz. (American)	....	0 40
Watercress, doz.	....	1 25
Watercress (Canadian)	....	1 50
Spinach (Canadian), box	....	1 00
Spinach (American), bbl.	....	7 00
Eggplant, per doz.	....	2 00
Sprouts, Brussels, Canadian, qt.	....	0 15
Sprouts, Brussels, American, qt.	0 21	0 30
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	....	0 25
Dried thyme, dried savory, dried marjojram, box	....	1 00
Dried Savory box	....	1 00
Cucumbers, Boston, doz.	2 25	2 50
Peppers, per bkt.	....	1 25
Holly, doz.	....	2 00
Cranberries, per bbl.	15 50	16 00
Cranberries (Cape Cod), bbl.	....	20 00
Cranberries (new), small size, per bundle	....	1 50
Evergreen (for decorating), dull, per bundle	....	1 50

Flour Market Is Firm And Unchanged

Montreal.

FLOUR.—The week has been quite as busy as usual, quantities selling freely and deliveries being maintained. The usual quantities are being milled and staffs are always busy. Export demand for spring wheat flour is reported good. In the matter of millfeeds there is little expression regarding fixed prices and the same basis as has been ruling for bran and shorts applies still. Bran and shorts are in active demand and feed flour is also. Feed oats are still strong and are selling around $1 per bushel. The situation generally is firm.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	....
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	....
Shorts	40 00	....
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 97	1 00

Pearl Hominy Higher; Rolled Oats Very Firm

Montreal.

CEREALS.—Few changes are recorded in the cereal markets for the week. Rolled oats are in a strong position with firm undertone. The only change made is in that of pearl hominy and this is quoted at $7.75, representing an advance with one jobber of 50c per 100 lbs. Split peas are reported in strong position with a firmness of undertone. Other cereals, while recording no changes, are held firmly at quotations here given.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 75
Oatmeal, standard, 98 lbs.	5 50	6 00
Oatmeal, granulated, 98 lbs.	5 75	6 00
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 15	5 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60

ONTARIO MARKETS

TORONTO, Dec. 26. — Wholesale grocery houses are now turning their attention to the taking of stock. With the exception of city travelers there will not be the regular calls made at provincial points during the week. Volume of trade for the holiday period has been gratifying. There was a shortage of numerous lines which has interfered with free sale. Dried fruits were in particularly light supply. Nuts were one of the free-moving lines. Price changes have not been numerous during the week as wholesalers have not been giving so much attention to this phase of their business now that their travelers are not making their rounds during the year-end.

Canadian Refiners Secure Demeraras

Toronto.

SUGAR.—Some 300 tons of Demerara raw sugar was secured by one of the Canadian refiners during last week on the basis of $5.25 per pound for shipment during the month of January. This class of sugar has a preferential rate of duty coming into Canada and this accounts for the comparatively higher price than Cuban crop on the basis of $4.92 cost and freight New York. Production of raw sugar on the Island of Cuba is getting rapidly under way, last report giving the number of centrals grinding at fifty as compared with twenty-eight at the same time last year. The receipts at Cuban ports have reached 11,932 tons of which 2,357 tons have been shipped to the United States. There are now 7,295 tons of old-crop Cuban raws on the Island and these together with the new crop make the available supplies on the Island at the present time 14,932 tons. There was very little change in the Canadian situation during the week. Some wholesalers report they are in a much better situation to supply their customers due to recent arrivals of sugar. There was no disposition to make further changes in the price of sugar from those noted last week. Atlantic quotes on the basis of $9.04, Canada Sugar Refinery at $8.94, St. Lawrence at $9.14, Dominion at $9.14, while the Acadia Company is out of the market.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	....
Can. Sugar Refinery, extra granulated	8 94
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Molasses Market Maintains Firmness

Toronto.

MOLASSES, SYRUPS.—The firmness in the molasses market was maintained during the week. Prices on molasses for future shipment hold uniformly high, particularly in fancy and choice Barbadoes. There was a somewhat better prospect for corn syrup during the week due to the raising of the embargo on shipments of corn to points east of Chicago. For a time manufacturers of corn syrup were at a loss to know how this embargo was going to work out but hoped that it would ultimately be raised.

Corn Syrup—		
Barrels, per lb.	....	0 07½
Cases, 2-lb. tins, 2 doz. in case	....	5 15
Cases, 5-lb. tins, 1 doz. in case	....	5 50
Cases, 10-lb. tins, ½ doz. to cs.	....	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
Choice Barbadoes, barrels	0 80	0 82
West India, ½ bbls., gal.	0 55	0 58
West India, 10-gal. kegs	....	6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Goods Market Inactive During Week

Toronto.

CANNED GOODS.—There was very little activity in the canned goods market during the week. This condition is incidental to this season of the year when the travelers are off the road for the most part and wholesale houses are devoting their energies to stock-taking. Prices in the various lines held unchanged during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	....	2 25
Do., ½s, doz.	....	1 35
Pinks, 1-lb. talls	2 30	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 75	1 90

Cohoes, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls	....	3 15
White springs, 1s, dozen	2 25	2 35
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 87½	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	....	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 35	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	....	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 77	0 83
Black currant, 4-lb. tin	0 74	0 77
Strawberry, 4-lb. tins	0 80	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

Dried Fruit Supplies Are Light

Toronto.

Dried Fruit.—It is estimated that arrivals of dried fruit up to the present have not been more than one-third those which normally reach this market at this season of the year. As pointed out on previous occasions this has been caused through the shortage of cars. Sales of dried fruit have accordingly been greatly restricted. There is no intimation that the situation is likely to improve very rapidly. Currants are getting in narrow compass as supplies in some wholesalers' hands have been cleaned out. Apricots and peaches are holding in firm position. Prunes held steady at the easier prices noted last week on some of the smaller sizes.

Apples, evaporated	0 24	0 24½
Apricots, unpitted	....	0 16¾
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s	....	0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 37
Citron	0 35	0 45
Currants—		
Filiatras, per lb.	....	....
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Cal., 6 oz., doz.	....	....
Cal., 10 oz., doz.	....	....
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 14	0 14½
60-70s, per lb., 25's, faced	0 12	0 14
70-80s, per lb., 25's, faced	0 11¾	0 13¼
80-90s, per lb., 25's, unfaced	0 11	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾
Peaches—		
Standard, 25-lb. box	....	0 15¾
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 15	0 15½
Valencia, Cal.	0 07	0 10½
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	....	0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Tea Stocks Are Still Fairly Heavy

Toronto.

TEA.—There are still fairly heavy stocks of tea on this market and prices are holding steady. Java teas are in abundance and prices are fairly easy on this grade. This does not alter the situation, however, in respect to the future. Primary market quotations are higher at the present than teas now being sold locally. The big factor in the high cost of tea for importation at the present time is transportation charges. Demand for tea is reported fairly good.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 36	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 38
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Firmer Under Stress Of Big Sales

Toronto.

COFFEE, COCOA.—There was a firmer situation in coffee during the week as a result of heavy purchases by the Brazilian Government amounting to 310,000 bags. This now brings the combined stocks of coffee at Rio and Santos down to 3,487,000 bags, which is still 79,000 bags greater than the quantity held at these two ports at the same time last year. It is reported a contract has been given by the French Government and that in all probability this purchase will go toward filling part of it. There is also a probability that the coffee may be purchased to hold for a more favorable market. There was further buying on the New York market by two large operators, presumably for Liverpool interests. In the local market there was a firmer undertone as a result of the transactions in the primary market but quotations held unchanged. Cocoa was also in good demand with a firm undertone.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cream Of Tartar Goes Still Higher

Toronto.

SPICES.—There was a strong market for bulk cream of tartar during the week and prices went to considerably higher levels. French pure cream of tartar in one quarter was quoted at 73¾c in barrels and 82c in five-pound packages. There is a scarcity of the commodity, as some of the firms are entirely out of this commodity. In our issue last week the announcement that tartarine was down in price was a misstatement. Quotations are still being made to the retail trade on the basis of 21c per pound in barrels, 23c per pound in kegs and 25c per pound in pails., Prices on other spice lines held unchanged during the week.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 70	0 75
American high test	....	....
2-oz. packages, doz.	1 35	1 45
4-oz. packages, doz.	....	2 40
8-oz. tins, doz.	....	4 75
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Nuts Have Been Moving Very Freely

Toronto.

NUTS.—There has been a free movement of nuts during the past week, which condition is incidental to the holiday period. Almonds and walnuts have been big sellers. Filberts were also in demand, with stocks of shelled filberts somewhat light. Peanuts were not plentiful and prices held firm. Cocoanuts were in good demand. Prices held steady during the week.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	....	0 22
Walnuts, Manchurian, lb.	....	0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Cocoanuts, per 100	....	7 50
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.	....	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Movement Of Rice Continues To Be Light

Toronto.

RICE, TAPIOCA.—Movement of rice in the primary markets continues to be comparatively light. This is induced through the car shortage and also through the disposition of the rice farmers to hold out for higher prices. In the local market there is dullness in the market as people do not seem to have

the inclination to buy at this season of the year.

Texas, fancy, per 100 lbs	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs	....	0 12½
Siam, fancy, per 100 lbs	9 00	9 50
Siam, second, per 100 lbs	8 00	9 00
Japans, fancy, per 100 lbs	10 00	11 00
Japans, second, per 100 lbs	9 50	10 00
Chinese XX, per 100 lbs	8 00	9 00
Tapioca, per lb.	0 14	0 15

Demand For Beans Eclipsed By Other Things

Toronto.

BEANS.—The demand for beans has been comparatively light during the week as consumers' tastes have been running to other commodities. Lima beans, however, were in fairly active demand but supplies in the local market are light. Prices held unchanged during the week.

Ontario, 1-lb. to 2-lb. pickers, bu.	....	8 40
Can. white kidney beans, bush.	....	....
Indians, per bush.	5 75	6 60
Yellow eyes, per bushel	....	....
Japanese, per bush.	....	6 60
Limas, per pound	0 17	0 17½

Package Oats Are Holding In Firm Market

Toronto.

PACKAGE GOODS.—Firmness continues to characterize the market for rolled oats although there was no change in the price recorded during the week. Manufacturers are only selling in limited quantities. Price of oats was maintained at high levels. Cornstarch and starch held steady in price. Manufacturers of these commodities have been heartened somewhat during the week by the announcement that the United States had removed the embargo on shipments of corn east of Chicago. This would seem to indicate that supplies can be brought forward into Canada.

Cornflakes, per case	....	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	....	1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 12
No. 2, pound cartons	....	0 11
Starch, in 1-lb. cartons	....	0 12
Do., in 6-lb. tins	....	0 13¾
Do., in 6-lb. papers	....	0 09½

Honey Stocks Are Still Rather Limited

Toronto.

HONEY, MAPLE SYRUP.—Although a carload of Nevada honey was distributed among the wholesale trade last week the lightness of stocks still continues as stocks were previously very low. Prices were firmly maintained. Maple syrup also held in firm market with a seasonable demand for this time of year.

Honey—		
Clover, 5 and 10-lb. tins	0 21	0 23
60-lb. tins	0 20	0 21
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	1 45	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	....	2 75
Do., 16-oz.	....	3 50
Maple Syrup—		
No. 1, gallon tins, 6 to case	....	12 60
No. 2, half gal. tins, 12 to case	....	14 20
No. 3, quart tins, 24 to case	....	15 55
No. 3, quart bottles, 12 to case	....	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Oranges Scarce; Messina Lemons In

Toronto.

FRUIT.—Oranges were a comparatively scarce fruit during the week and prices ruled at high levels. California late Valencias were about cleaned up and the California navels sold from $4 to $6 per case. California navels are running more to the large sizes this year. Florida oranges were in rather light supply also. This is the season of the year when oranges are in big demand but light supplies have restricted the demand. Messina lemons came into the market during the week and were quoted from $7 to $9.50 per case. California lemons were quoted at $8 to $10 per case. There was a good movement of fruit during the week, box apples being one of the lines to have a good sale. Barrel apples, however, did not move very freely.

Apples—		
Boxes, Spitzenberg	....	2 65
Jonathan, box	2 10	2 50
McIntosh Red, box	....	2 60
Rome Beauty, box	....	2 75
Black Bens, box	....	2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 00	7 00
Kings, No. 1, bbl.	6 50	7 00
Northern Spys, tree runs	....	6 00
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 50	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	4 75	5 00
Ben Davis, No. 1, bbl.	....	5 00
Do., No. 2, bbl.	....	4 50
Winter varieties, straight, No. 3	....	5 00
N.S. Blenheim, No. 1	....	5 50
Do., No. 2	....	5 00
Bananas, yellow, bunch	3 00	3 50
Cranberries, late Howe's	18 00	20 00
Grapefruit—		
Jamaica, 46s, case	....	3 50
Do., 54s, case	....	3 75
Do., 64s, 96s, case	....	4 00
Do., 80s	....	4 25
Florida, 36s, 46s, case	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 50	5 00
Porto Rico, 36s, 46s	....	....
Do., 54s, 96s	....	....
Oranges—		
California Late Valencias—		
96s, 100s, case	4 00	4 25
126s to 250s	4 25	4 75
288s, 300s	3 50	4 00
Mexican oranges, 126s to 250s.	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, half box	3 25	3 50
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case	8 00	10 00
Do., Messinas, box	7 00	9 50
Pears, Cal., box	....	4 25
Pineapples, Porto Rican, cs. 30-36s	5 50	6 00
Pomegranates, per box	3 50	3 75
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Green Onions And Parsley In Market

Toronto.

VEGETABLES.—Green onions came into the market during the week and were sold at 90c per dozen bunches. Parsley was also in evidence and was quoted at 90c per dozen. Cauliflower from California were in plentiful supply and prices were easier by 25c per case, making the selling price $4.25. California lettuce in crates were quoted at $3.75 and in hampers Boston head lettuce was quoted at $2.50 to $2.75. Potatoes held steady in price. Beets, cabbage and parsnips stocks are getting lighter. Cabbage showed a firmer tendency and prices were quoted 25c per barrel higher. Movement of vegetables was somewhat slow during the week.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	0 15
Cauliflower, Cal., case	....	4 25
Cabbage, Canadian, barrel	2 25	2 50
Carrots, bag	0 60	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Lettuce, Cal., crate	....	3 75
Do., hampers, Boston	2 50	2 75
Canadian head lettuce, crate	3 00	4 00
Mushrooms, 4-lb. basket	....	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates	3 00	3 25
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag	....	3 50
Do., green, doz., bunches	....	0 90
Potatoes—		
New Ontario, bag	2 00	2 10
N.B. Delawares	2 25	2 35
P.E.I., bag	2 00	2 10
Sweet, hamper	....	2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	....	0 30
Parsnips, bag	1 00	1 25
Parsley, doz. bunches	....	0 90
Turnips, new, bag	0 50	0 65

Flour Price In Abeyance

Toronto.

FLOUR.—No announcement has yet been made with respect to the price on flour. Millers quite generally are anticipating that the Food Controller will give sanction to an increase in price around the first of the New Year. The Board of Grain Supervisors will in all probability be given permission to levy an additional tax of 3½c per bushel by way of supervising fees, elevator and insurance charges. If this additional tax is placed on wheat, and with the price of millfeeds fixed so that some of the higher cost cannot be secured in this quarter, the millers are of the opinion that they have a case which justifies action on the part of the Food Controller. In the meantime prices are holding steady with a continued good demand reported.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$11.50	$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	$10.30-$10.35	$10.50-$10.55
Second patents	10.15	10.35

Millfeeds Now Pursue Steady Tone

Toronto.

MILLFEEDS.—Now that the price of millfeeds has been fixed on the basis of $24.50 per ton bulk f.o.b. Fort William for bran and $29.50 per ton bulk for shorts, the market has settled down to a steady condition with anticipation that this price will maintain for some time at least. Mills are well booked up with an insistent demand for future delivery. Contracts cannot be taken for any longer period than thirty days into the future and this places a limit to the time for future quotations. As stated last week the basis established for millfeeds at Fort William means that feed in bags in the local market will still be sold at

$35 for bran and $40 for shorts, mixed car basis.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 00	$37 00
Shorts	40 00	42 00
Special middlings	50 00	52 00
Feed flour, per bag		3.05-3.40

Rolled Oats Go To Higher Levels

Toronto.

CEREALS.—A further advance was recorded by the mills in the price of rolled oats, the increase ranging from 15c to 20c per bag. Quotations were made on the basis of $4.90 to $5.05 per bag in five-bag lots. By the same token that advance rolled oats, there was an automatic advance in the price of oatmeal. Milling oats are very scarce and prices are high. There has been a heavy export demand for rolled oats and this has been the factor working toward higher prices. Corn products are in firm market. The embargo on the shipment of corn from the United States has been raised and supplies are now coming forward to millers in this country. Owing to the soggy nature of the corn much of it has to be kiln-dried and this has a tendency to cause the corn to heat. The poor quality of the corn is working toward firmness in the market since a greater quantity is required to mill a given quantity of corn products. Demand for corn products is much greater than the supply at present.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$6.50-$ 7.00	$ 8.00-$ 8.50
Barley, pot, 98s	4.75- 4.85	5.75- 6.00
Cornmeal, yellow, 98s	6.25- 6.35	6.50- 6.75
Corn flour, 98s	7.25- 7.35	....- ....
Farina, 98s	5.75- 6.00	6.25- 6.50
Graham flour, 98s	5.40-	5.50- 6.00
Hominy grits, 98s	7.25- 7.35	....- ....
Hominy, pearl, 98s	7.25- 7.35	....- ....
Rolled oats, 90s	4.90- 5.05	4.85- 5.25
Oatmeal, 98s	5.40- 5.55	5.40- 6.25
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s	5.75- 6.00	6.25- 6.50
Peas, yellow, split	9.50- 10.00	10.50- 11.00
Blue peas, lb.	....-	0.10- 0.13½

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, Dec. 26.—December business was exceptionally good owing to delayed shipments of Christmas canned goods. These would otherwise have been bought in November, but this business was loaded on to December, making it about the largest month for business in the whole year. Normally December business is light, but this year a good part of November business has been switched on to this month.

West Buys Sugar When Price Goes Down

Winnipeg.

SUGAR.—The market declined 20c per cwt. last month. Redpath's led the way, followed by one or two others; at the time of writing, however, all refineries had not declined. The situation has improved and sugar is far more plentiful. The trade is somewhat puzzled as to what course sugar will take in the future. Some have the impression that this is one of the first of a series of declines, while others express the opinion that prices depend entirely on what the Food Controller does. Since the decline the retail trade in Western Canada have been buying very freely. There is such a tremendous amount of sugar used in the West that when a shortage does take place supplies run down very low, resulting in a big demand as soon as the situation improves. Most of the wholesale houses have a bunch of back orders on hand, but expect to clean these up this week.

Good Demand Experienced For Syrup

Winnipeg.

SYRUP.—Up to time of writing there is no indication of a decline going into effect and the demand continues exceptionally heavy. Syrup usually moves out slowly at this time of the year and continues so until spring. The heaviest demand is in March.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Tapioca To Drop End Of January

Winnipeg.

RICE.—On rice there is no change. Tapioca and sago continue to sell at 13c and 14c respectively. No change is expected on these until end of January, when there should be a decline of one or two cents per lb.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08½
Choice Japan, 100-lb. bags	0 07¾
Siam, 100-lb. bags	0 07½
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 12½ 0 13

Figs And Raisins Will Be Carried Over

Winnipeg.

DRIED FRUITS.—California figs and table raisins arrived at the last minute. Some of the jobbers took delivery of these, with the result that the retail trade in the city were supplied in plenty of time; what orders were shipped to the country were shipped by express. However, they were very late in coming in, and there will be a considerable quantity carried over. Last week-end California figs were quoted at 12c for 50's. Evaporated Apples—There is a very fair demand, considering the high price being quoted. Prunes are selling well. One jobber states he understands that the United States Government has bought all the 50-60's and 60-70's, which will have a tendency to make a shortage on these lines.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 10
80-90s, 25-lb. boxes, per lb.		0 10½
50-60s, 25-lb. boxes, per lb.		0 12¼
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	....	0 23
Pears, choice, 10-lb. boxes, faced	....	0 16½
Apricots—		
New, choice, 25's	0 23¾	0 25
New, choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	....	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	....	0 23
Dates—		
Hallowee, 68-lb. boxes	....	0 20
Fards, box, 12 lbs.	....	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11¼
3 crown, loose, 50's	....	0 10⅞
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Mediterranean, 33-lb. mats	....	0 08¼
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes	....	0 31¼

Manchurian Beans Offered At $5.90 Bushel

Winnipeg.

BEANS.—One house is offering what they call Manchurian white beans at $5.90 per bushel, and state they will be able to sell these for considerable time at that price. Last spring beans were selling around $7 per bushel. There has been considerable inquiry from Eastern Canada for beans, but some difficulty was experienced, as the demand was for Canadian beans.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 75
Pearl, 49-lb. bags, per bag	....	3 90
Pot, 98-lb. bags, per bag	....	5 50
Pot, 49-lb. bags, per bag	....	2 80
Pot, 24-lb. bags, per bag	....	1 45
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17½
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel	5 90	7 00
Peas—		
Split, 98-lb. bags, per bag	....	10 85
Whole, yellow, soup, 2 bu. bags, bu.		5 00

Coffee Market Low; Rios Quoted 13½-14c

Winnipeg.

COFFEE.—The market has continued very weak. This is having the effect of lowering the price to the retail trade. One house is quoting the following:—Green Rio No. 7, 13½c; Green Rio No. 5, 14c. These are rather low, however, and in some cases quotations are two cents higher than this.

Canned Goods Trade Slow From Now On

Winnipeg.

CANNED GOODS.—It is conceded by the trade that business will be slack for the next six weeks at least as the big retailers are only now taking deliveries on fall orders. Thus for some time to come the wholesale trade will have to depend on the smaller dealer who buys in one or two case lots.

Laundry Soaps Jump 40c Per Case

Winnipeg.

SOAP.—The majority of laundry soaps took a jump of 40c per case last week. This was anticipated for some time. Many of the jobbers expressed the opinion that this was only right as the manufacturers have been marketing for some time at a loss.

PRODUCE AND PROVISIONS

(Continued from page 47.)

not the case, as cotton seed oil is very scarce.

Higher Prices Are Announced On Codfish

Winnipeg.

CODFISH.—The trade advise that there is a marked scarcity of cod and prices are likely to be very high. The reason given is that a large cargo of fish was lost, and it was impossible to replace same. The result is that on a number of brands deliveries are short. Also because of unforeseen competition from American and other buyers, higher prices than were anticipated were charged for raw material, with the result that supplies are short and prices high. The trade are quoted for 1's and 2's, 15½s, and for whole cod 13½-14½c. Herrings.—Owing to shipping conditions and because of a short catch on account of war conditions. very few Dutch herrings will be shipped to Canada this year. As a result the demand will fall on Nova Scotias, commonly known as Labradors, and on Lake Superior salted herrings. Quotations are as follows:

Labrador in 20 lb. net pails, per pail, $180: Labrador 100 lbs. net, half bbls., $7.00; Lake Superior 10 lb. net pails, each 95c.

CHINESE PEANUT CROP

Big Percentage of Oil in Chinese Peanuts—High Freight Rates Now Curtail Shipments

Peanuts are known to have been grown in China back in the eighteenth century, and since that time the peanut industry has developed until now they are grown in all parts of the country except in the higher regions.

The oil extracted from the peanuts is the chief value of growing these nuts, and Chinese peanuts are said to average 46 per cent. oil. The oil is exported in large quantities for use in cooking, as a substitute for olive oil and is also used in making soap. The value of peanut oil exported in 1915 exceeded by more than 50 per cent. the value of all peanuts shipped. After the extraction of the oil, the product remaining is formed into cakes which are used as fodder, poultry feed or fertilizer. Large quantities of peanuts are exported to Europe, and a large part of them are used in the manufacture of oil and soap.

The Province of Shantung is the chief peanut-producing district of China with the provinces of Ho-Nan and Chi-Li following closely. The peanuts of the latter two provinces are said to be somewhat richer in oil and therefore worth more than the ordinarily larger peanuts from Shantung.

Shanghai is the chief port for ocean shipping of peanuts owing to its natural facilities and on account of its accessibility to the centres of production. For the latter reason large quantities of peanuts are bought by local dealers and stored in the godowns awaiting shipment or else transferred direct from coastwise craft to seagoing vessels. In the latter case inspection of shipments is made at the point of supply. The former method is the more preferable as it gives the exporters an opportunity to see that properly ventilated storage space is available for the shipment. It also gives the exporter an opportunity to prepare and inspect the cargoes prior to the ocean voyage.

The peanut season in China lasts for about eight months, from November until June or July. After being gathered the crop is stored in godowns and shipped as required. No special treatment is used to hasten hardening, this being left entirely to nature. The peanuts soon lose their excess moisture in storage and it is usually safe to make shipments about the middle of December. If the peanuts contain more than 8 per cent. moisture when shipped they are likely to mould en route.

Shipments to America of shelled peanuts are sometimes made in 100 lb. sacks to meet the requirements of the importer. It is believed that the best package for the ocean voyage is the 2½ pound gunny which holds about 188 pounds of peanuts.

One firm which ships large quantities of peanuts reports that it has never had a claim in all its shipments on account of mould. Others have been less fortunate and in some instances heavy losses have been sustained by shippers. Sometimes the mould is confined to the outer layers of peanuts while in other cases it permeates the whole sack. However, properly cured peanuts properly stored aboard ship should stand the ocean voyage without deteriorating.

The big increase in freight rates has rendered the cost almost prohibitive, and in addition, transportation companies are reluctant to accept cargoes of peanuts owing to the dearth of tonnage. However, with the return of normal conditions, China will be looked to more than ever by the American dealers as an available source of supply

NEW BRUNSWICK TRAVELLERS' ANNUAL MEETING

The annual meeting of the New Brunswick Commercial Travellers' Club took place in St. John on the evening of December 21. The financial report showed that $6,838 had been raised for patriotic purposes during the year. The election of officers and directors resulted as follows:—President, W. A. Stewart; vice-president, Daniel McKinney; secretary-treasurer, J. E. Augevine; directors, F. W. Connell, T. J. Gunn, M. H. Dunlop, J. E. Petrie, G. G. Walters, H. W Wetmore, L. M. Owens, E. H. Cairns, J. E. Earle, and G. E. Dawes.

LARGEST U. S. PEA PACK IN HISTORY

The largest pack of peas ever known in the United States is the record for 1917 as announced by the U. S. Food Administration. The total number of cases put up this year is almost 50 per cent greater than in 1916 and the Government charges that some jobbers and canners are responsible for an unreasonably greater price than the pack warrants.

Details of the pack show that the total number of cases for this year is 9,839,252 as against 6,686,000 last year and 9,272,000 cases in 1915, the latter being the previous high record. Even with the 12 per cent. requisition by the Government for army requirements, which would mean 1,119,310 cases deducted that still leaves 8,709,912 cases for trade requirements, or 2,123,942 more cases than last year.

MONEY IN MILK

Aged Mrs. Borden Gets $120,000 a Year From Her Holdings of Stock

A sheriff's jury sitting at White Plains the other day declared Mrs. Theresa Borden, widow of Henry Lee Borden, son of the founder of the Borden Milk Company, incompetent to manage her estate, estimated to be worth $1,750,000.

The proceedings before the sheriff's jury were instituted by Lewis L. Borden, a son, through District Attorney Lee Parson Davis, it being alleged that Mrs. Borden, who now is 70 years old, is suffering from senile dementia.

The testimony showed that Mrs. Borden, who is now living at the Gedney Farms Hotel, on the outskirts of White Plains, in care of several trained nurses, owns among other valuable stocks 15,000 shares of the Borden company valued at $1,500,000, and that she has for years received an income of $120,000 a year from these securities alone.

NOT SO SURE ABOUT THE RATTLESNAKE NOW

"Red Gulch don't look nothing like it did ten years ago," said the drummer.

"No," agreed Broncho Bob. "Ten years ago before so many saloons started up, if you see a rattlesnake coming up the road you knowed it was a sure-enough rattlesnake."

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 24.—There has been a general feeling that a slight decline in sugar was in order, but the decline of 20c that went into effect this week came somewhat earlier than it was expected. Retailers have been able to get all the sugar they require to meet the actual demands of their trade.

All Christmas lines have been fairly well cleaned up. Some old lots of Malaga raisins have been cleaned up among others; these sold well on account of the almost total absence of new stock. China rice sold at $4.25 per mat for No. 1 and $3.85 for No. 2.

The market on storage eggs tends to be higher.

CALGARY:

Beans, small Burmah, lb.	....	0 11
Flour, No. 1 patents, 98s, per bbl.	....	11 00
Molasses, extra fancy, gal.	....	0 95
Rolled oats, 80s	....	4 35
Rice, Siam, cwt.	7 00	7 50
Rice, China, per mat, No. 1	....	4 25
Do., No. 2	....	3 85
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 20
Cheese, No. 1 Ontario, large	....	0 25
Butter, creamery, lb.	....	0 45
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	16 20
Eggs, No. 1 storage, case	12 50	14 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 75	5 50
Corn, 2s, standard case	5 15	5 25
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	....	3 50
Strawberries, 2s, Ontario, case	6 20	6 85
Raspberries, 2s, Ontario, case	6 20	6 85
Apples, evaporated, 50s, lb.	....	0 23½
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	....	0 15½
Peaches, 2s, Ontario, case	....	4 75
Lemons, case	....	9 50
Salmon, pink, tall, case	....	8 50
Salmon, Sockeye, tall, case	....	15 00
Do., halves	....	....
Potatoes, per ton	....	40 00
Navel oranges, case	....	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Dec. 24.—Christmas goods have been pretty well cleaned up on the local market. Owing to transportation difficulties shipments were slow in arriving, and it was difficult to ship perishable products on account of the cold. Despite these drawbacks, however, the Christmas trade is regarded as of a highly satisfactory character.

Poultry is well cleaned up, while eggs advanced to 44c. Sugar declined 20c last week, and further declines are looked for. An advance of 10c to 15c per 98 pounds is expected in flour owing to the new war tax. Soaps have advanced, while Campbell's soups show a decline.

REGINA—

Beans, small white Japan, bu.	....	6 75
Beans, Lima, per lb.	....	0 19½
Flour, No. 1 pats., 98s, per bbl.	....	11 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 50
Rice, Siam, cwt.	....	8 40
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	9 99
Cheese, No. 1 Ontario, large	....	0 24½
Butter, creamery, lb.	....	0 43
Lard, pure, 3s, per case	....	16 30
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 44
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	....	4 60
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 60	3 75
Apples, evaporated, per lb.	....	0 19½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 30
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 25

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Dec. 24.—Fresh British Columbia eggs, which have been in an uneasy market, went down to 60c per dozen for Christmas trade. Only reason for the decline was that people refused to pay higher price. Potatoes are unchanged in price. A recent report of the market commissioner indicates that most stocks are held by dealers, who are now in a position to handle the market. Apples are selling well owing to the high price of oranges, which are now $5 to $5.25 per box. Japanese oranges have dropped to 80c, and at that figure are selling well owing to the fact that small size regular oranges are scarce. White beans appear to be fairly plentiful. Japanese small white are selling at 16c and British Columbias at 18c per pound.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	9 75
Flour, first patents, Manitoba, per bbl., in car lots	....	11 30
Rice, Siam, No. 1, per ton	....	135 00
Do., Siam, No. 2	....	110 00
Beans, Japanese, per lb.	....	0 16
Beans, B.C., white	....	0 18
Potatoes, per ton	28 00	36 00
Lard, pure, in 400-lb. tierces, lb.	....	0 27
Butter, fresh made creamery, lb.	....	0 48
Eggs, new-laid, in cartons, doz.	....	0 60
Eggs, B.C., storage	....	0 58
Cheese, new, large, per lb.	....	0 25
Oranges, box	5 00	5 25
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohocs	11 00	13 00
Chums	7 50	9 00

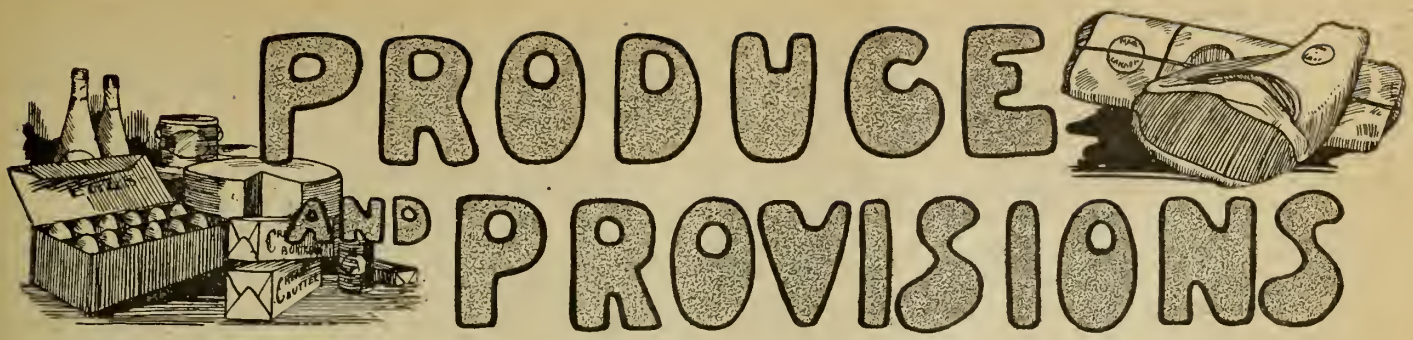
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 24.—The sugar situation in New Brunswick has reached a very acute stage. There are absolutely no stocks at present in the hands of local jobbers, and many retailers were compelled to face Christmas with no sugar of any description. This scarcity affected the Christmas trade in candy, as manufacturers ceased to a large extent the manufacture of holiday lines, preferring to reserve their stock for the more expensive lines. The refineries promise relief by the beginning of the year. There has been no change in price. There is some margarine being offered at 40c retail, and at this price it is not replacing the sale of butter to any appreciable extent. Breakfast bacon is firmer, selling from 34c to 36c. Currants are off the market at present. Poultry is quite plentiful, but prices range high. The retail prices are: Turkeys, cold storage, 40c; fresh killed, 50c; geese, $3 to $4; ducks, 45c a pound; chicken, 40c; fowl, 35c.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	....	12 55
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 00
Cornmeal, ordinary, bags	....	4 75
Molasses, extra fancy, gal.	0 80	0 82
Rolled oats, bbl.	....	11 50
Beans, yellow-eyed	....	10 00
Beans, California white	....	10 00
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 50	0 53
Eggs, case	0 44	0 45
Breakfast bacon	0 34	0 36
Butter, creamery, per lb.	0 42	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	....	0 40
Lard, pure, lb.	0 31	0 31½
Lard, compound	0 24¾	0 25
American clear pork	67 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Corn, 2s, standard case	....	4 80
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Chums	8 00	8 50
Sardines, domestic, case	....	6 75
Cream tartar	0 75	0 76
Currants, lb.	....	....
Raisins, choice, lb.	0 12¼	0 12½
Raisins, fancy, lb.	0 12¾	0 13
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel	....	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case	9 00	10 00
Oranges, California, case	5 00	6 00
Grapefruit, case	5 00	6 00



Capital Invested Turned 250 Times

Dionne and Dionne, Montreal, Have Conducted a Very Successful and Growing Meat Department Since 1896—Original Capital Turned 250 Times First Year —Now Handle Business Aggregating $300,000.

TO have begun business in 1896 in an English-speaking section of a large city and to have developed this to a point where the annual turnover is now around $300,000 from an original capital of $800 is the record of Dionne and Dionne, of Montreal. In the above year they opened their present business at 4120 St. Catherine St., and have been continuously engaged in handling meat and groceries ever since.

Turn Original Capital 250 Times

In speaking with Mr. Dionne, CANADIAN GROCER was informed that the original capital was $800 cash. At the end of twelve months they had realized a turnover of $20,000 on this capital. Business was conducted on careful principles, and by investing what profits could be returned to the business from year to year they are now able to take care of a turnover aggregating some $300,000 annually on a capital of $35,000 to $40,000.

The Value of Practical Knowledge

This firm was fortunate in that George Dionne, one of the brothers, was a practical butcher. This served to take the responsibility from the shoulders of the other member of the firm and leave him free to care for the development of the grocery department. The plan worked well and is doing so to-day. Each has his appointed department and in the meat department, particularly, knowledge of all cuts and qualities of meats is a big asset to the business. Having a personal interest in the class of meats purchased for sale, the firm can be careful as to the maintenance of their own standard. Thus in the matter of lambs the firm buys its own. These are carefully selected to get the best grades, and for a nominal charge the abattoir companies will kill these and deliver them. They also can sell to the abattoir the fore-quarters of lambs as these are not in demand in the community to which they cater.

Mutual Advances of Departments

The meat and grocery departments have been of great value in helping swell the turnovers of both. A glass partition divides the two, and there is a separate entrance to the meat department from another street. Access is of course to be had directly from one department to the other and the attractive displays are easily seen, whether one is making purchases in one department or the other. A large percentage of the increased turnover coming to this firm from year to year is traceable to the handling of meats. The district is a very thickly populated one and the customers desire not only a better class of

The attractive interior of Dionne & Dionne, Montreal, Meat and Provision Department.

service but also a high grade of meats, and these are promptly available.

Prices Prominently Displayed

One of the features most noticeable in looking over this store is the prominence of price cards. Large cards or pieces of heavy wrapping paper are used, and on these are given prices in bold and attractive letters. The ultramarine blue used in making these cards is inexpensive and is one of the best colors that can be used in this connection. Mr. Dionne stated that he had always followed this plan and that it had worked admirably.

When a prospective customer is passing one of the tables on which either meats or provisions are displayed she is attracted by the card in the first instance, and if the price suits she will approach the salesman and ask for the definite article, knowing what she is to pay, and many sales are thus made, a great many sales indeed that, without this ticketing system, would not be made at all. Of course it is to be understood that these prices are fair and in many cases close, so that the purchaser realizes the values on sight. Not only does this method prevail within the store, but in worth-while items these cards are pasted on the store windows and are always scanned by those passing.

The Inconsiderate Public

One of the greatest difficulties with which the firm has had to contend is that of delivery. Not that they have failed to appreciate the need and the value of a good delivery system. The complement of delivery wagons now used is a large one and comprises no fewer than three auto trucks and 7 horses and wagons, going out on their rounds every day.

The fault is with the inconsiderate customer who will call up for some meat, perhaps only a quarter's worth, and after this has been delivered calls again perhaps for a like amount or smaller. The rig has to be sent again and there are instances where this will happen three times in one day from the same source. The resultant abnormal delivery cost is obvious. To correct this the firm propose to send out cards to their many patrons asking them to carry small parcels.

Then again there are many asking for meat to be sent C.O.D. This is promptly done, and many times when the delivery man arrives there is no one at home, or cases have been known in which the door wasn't answered. Is it any wonder that this firm, in common with many others, feels that there must be a change? Some want meat delivered to the front door, some to the rear, and the fancies of many customers are difficult to catalog?

In this firm's case the salaries of delivery help alone (not allowing for cost of horse and keep, gasoline or car repair bills) runs over $8,000 per year. It is a time of high costs, and in many cases of small profits.

Unique Telephone System

One of the most up-to-date "Private Branch-Exchanges" in Montreal is installed in Dionne and Dionne's store, so that they may give to their hundreds of patrons a service that is efficient and prompt. Thus, there is a space reserved in the centre of the store, and four operators are required to receive the calls as they come in.

A unique and effective system is adopted, for instance: Mrs. Brown wants some meat, say a nice roast. She calls the store and states who is speaking and that she wants some meat. The particular clerk used to taking her order is requested to answer the telephone on his particular counter and he is immediately conversant with Mrs. Brown's needs, and a piece of meat is almost sure to be sent to her that will be "just what she wanted."

The number of orders coming in in this way in the course of the day is enormous, and this method serves to facilitate the handling of these orders with every care and very quickly as well. Particularly in the summer when meat must be handled quickly this one provision alone is very effective. Few if any of this particular kind of cabinets are used in Montreal. Shipping, meat, grocery and office departments can be connected instantly. The system has been working for the past two years very successfully.

Some of the Methods Used

Much trouble has been experienced from time to time in securing the return of bottles, cans, jars and so on. These are now all charged with the goods. Drivers are furnished with credit books and when any bottles are returned they leave a receipt for them and the particular account is credited at the store. No complaint is then likely on the customer's part. A card was sent each customer explaining the firm's position in this respect and there has been little misunderstanding.

An adding machine has been found very useful, and it has permitted much of the detail work being done by a girl where it would otherwise be necessary to engage a man at a much higher salary. All the work of the office is handled with satisfaction by one office man and three girls. The firm states that any man with a fair-sized business should use an adding machine.

Why Discriminate Against Margarine?

Coloring Matter is Used in Butter, Why Not in Margarine?—The Farmers' Interests Sufficiently Protected by Other Conditions—Western Dealer Protests.

MARGARINE is at last on the menu of the Canadian people, and from early reports there is a decided tendency to take to the product, the only difficulty in the way being the comparatively limited stocks available. One hitch after another has arisen in the matter of importing the product from across the border, and this has, of course, shut off one of the chief sources of supply.

As CANADIAN GROCER has urged before on many occasions, there is an unjust discrimination against the product. The butter maker can and does color his product with the consent and approval of the Government, but the maker of margarine is not permitted to use the same assistances to sales. The coloring matter is as harmless in one case as the other. Why, then, the discrimination? The favor shown to the butter industry is unquestionably a sop to the farmer, who sees in the introduction of margarine a great source of danger. As a matter of fact, over 75 per cent. of the components of margarine are the direct product of the farm, and even if the farmer were to suffer in one way he would certainly gain in another. But surely the regulation that margarine must be sold in original carton, and that the name of the product must be the most prominent word on the package, and that restaurants serving margarine in place of butter shall put a card on the tables stating that fact, is enough protection for butter without further penalizing the product!

CANADIAN GROCER is in receipt of a copy of an interesting letter addressed to the Food Controller by a Western handler of margarine. The letter is reproduced herewith:

Hon. W. J. Hanna,
Food Controller,
Ottawa, Ont.

Re Coloring Oleomargarine

Dear Sir,—We desire to enter a very strong protest against the rule that does not allow small capsule of coloring to be attached to each carton of natural colored oleomargarine. The only firms that are in a position to turn out this product with a tinge of coloring to it are the big packers, and the writer feels quite sure that a product with a tinge of yellow will find a more ready sale than the white product; therefore, we are playing into the hands of the packers, unknowingly perhaps.

Who is the coloring to hurt? It is harmless. Surely the prohibition is not made effective because it will hurt the dairy interests of Canada, as in our opinion protection of this kind is unnecessary. The dairy interest will stand on its own feet. If oleomargarine in its natural color, which is white, is objectionable to the average consumer, why not give her an opportunity of coloring some after she makes the purchase.

We respectfully submit that the benefits expected by the free entry of oleomargarine into Canada should not be partially nullified by prohibition of the kind referred to. Let the consumer color the article if she wants to. It is her business, not ours, providing we know that the coloring used is harmless, as we understand it is.

We express the hope that this matter will be given your early consideration.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

THERE was considerable interest manifested in the fact that the United States Government has intimated that an embargo will be placed on the shipment of barrel pork into foreign markets. The Maritime Provinces use good quantities of this pork from the United States and with the excluding of these supplies from the Canadian market there will be a bigger demand on the home-produced commodity. In some quarters prices on mess pork and short-cut backs made advances during the week. The first shipment of margarine from the United States came into Canada on Thursday of last week, supplies being rushed forward by express as soon as the licenses were issued by the United States Government. Shortening is in light supply as raw materials have been coming forward very slowly during recent days. The United States Government is holding a firm hand on shipments and is issuing licenses very sparingly. Lard has been in good demand for the Christmas trade. A report by the acting commissioner on the cost of living shows the supplies of storage eggs have been greatly reduced within recent weeks. There were heavy arrivals of poultry of all kinds during the few days preceding the holiday. Geese were particularly plentiful and were very much in evidence. They have been making a bid for popularity in competition with turkeys. Receipts of turkeys were heavy enough to take care of the demand. Trade in produce and provisions for the holiday period was reported good.

Live Hogs Are Strong; Receipts Are Light

Montreal.

PROVISIONS.—There is a normal demand for provisions this week with prices held firmly. Live hogs are holding with a firm undertone, and this will probably be maintained. The receipts are light owing to the holiday on Tuesday. It is probable that the advance of 25 cents per hundred, making the market price of $19.25, will be held. No changes are made in cured meats, and for these the demand is fairly good, though attention has turned much to the holiday lines of poultry and fresh meats.

Hogs, dressed—		
60-90 lbs.	25 50	26 00
Over 90 lbs.	24 00	25 00
Hogs, live	19 00	19 25
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Lard Sales Are Good; Price Holds Firmly

Montreal.

LARD.—Has been in good demand the past week for special Christmas cooking and baking purposes. There is a fair stock of this on hand and while no changes of price are recorded, the quotation for all sizes hold firmly.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Shortening Unchanged; Demand Very Good

Montreal.

SHORTENING.—The features of the week in the shortening market are unimportant, and with a maintained price of 24½c base and the usual advances for the various size packages sales continue to be normal. Many express the difficulties already stated in cottonseed oil deliveries, and these are little, if any, better.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Turkeys Very High; Fair Poultry Demand

Montreal.

POULTRY.—Brisk business has been the feature of the market for the last ten days or so. Notwithstanding this, some of dealers feel that the abnormally high quotations for turkeys and also for geese have served to retard the demand for them. It is really out of the question for the poor man to buy some lines of poultry and the sales are therefore quite confined to those who are getting the better salaries or the man of means who always is in the position to buy what he chooses for his table. Chickens are selling well and ducks will be popular with many through the holiday week. It is probable that lower prices may obtain soon for poultry, but with the difficulties of securing supplies, it may be that these will continue high. There are no changes recorded and the following prices obtain in this market.

Poultry—	Dressed	
Old fowls	0 23	0 25
Chickens, crate fattened	0 28	0 30
Roasting chickens	0 26	0 28
Young ducks	0 27	0 28
Turkeys (old toms), lb.	0 29	0 34
Turkeys (young)	....	0 35
Geese	0 23	0 24

Eggs Much Firmer; New-Laids Scarcer

Montreal.

EGGS.—New laid eggs being scarcer than ever, the demand has shifted to storage stock and for this there is a good and increased demand. The strong position of the storage article has been represented in an advance of two cents per dozen all round. The special cooking required at the holiday season has called for the use of large quantities and dealers are well satisfied with the volume of this trade for storage eggs. Prices as quoted represent the two cent advance, excepting in the case of new laids which are eagerly sought by those who can pay the prices asked, or more.

Eggs—		
New-laid (specials)	0 60	0 70
Selects	0 45	0 47
No. 1's	0 42	0 44
No. 2's	0 40	0 41

Cheese Receipts Fair; Much To Be Exported

Montreal.

CHEESE.—Shipments continue to come forward from points at which sales were made. The local trade is confined and in this there is probably a better demand for old than for several weeks. Export shipments are being arranged on the basis of the commission's fixed prices and as soon as the available shipping is secured these various lots will go forward. The following prices are quoted.

Cheese—		
Large (new), per lb.	0 22¼	0 23½
New twins, per lb.	0 22¼	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Some Report Margarine Supply Still Held Up

Montreal.

MARGARINE.—The Canadian manufacturers appear to have some supply of margarine, for this is being extensively advertised around the city. On the other hand jobbers are complaining in some cases that they still have no supply. The demand from the retail trade is fairly good, showing that a consuming demand also exists. How soon the latter will be met by an adequate supply is hard to ascertain but it is hoped that jobbers' requirements may be satisfied very soon. Prices are given herewith according to grade.

Margarine—			
Prints, according to quality, lb.	0 28	0 30	0 31
Bulk, according to quality, lb.	0 27	0 29	0 30

Butter Holds Firmly With Higher Tendency

Montreal.

BUTTER.—Since the sale of margarine is limited owing to scarcity through non-delivery, demand for butter has continued better than was anticipated. Prices are firmly held and while quotations are not advanced it is stated that some sales were made the past week on an advance of 1½c to 1¾c per pound. Thus, there has not been as much of a slump in prices since the date on which margarine sales were permitted, as was anticipated by many. Quotations hold firmly as follows:—

Butter—		
Creamery prints (fresh made)	0 43	0 45½
Creamery solids (fresh made)	0 43	0 45
Dairy prints, choice, lb	0 42	0 43
Dairy, in tubs (choice)	....	0 40

Fish Markets Fair; Smoked Lines Lower

Montreal.

FISH.—A satisfactory volume of business is reported for the past week. Although it is a time when many dealers are viewing in retrospect conditions which have confronted them, the staffs have been kept quite busy. Milder weather had the effect of decreasing the demand for frozen varieties such as tom cod, haddock, smelts, etc. An easier feeling has developed with regard to smoked varieties, haddies selling at one cent per pound less and bloaters 25c per box less at $1.50. Salted herrings are quoted 50c per bbl. higher at $12.50. Mackerel are $22 instead of $21. Gaspe salmon is a cent higher to 26c per lb. Pike are weaker and are selling for 10½ to 11c. Lake trout (frozen) are a cent higher, likewise Western halibut. Bullheads are selling at 15c representing an advance o 2c per pound. Demand has been brisk for shell varieties of fish such as lobsters, oysters, shrimps and scallops. Stocks of pickled and salt codfish are reduced and the prices may soon advance. Few shipments of fresh fish and newly-cured smoked varieties have arrived the past few days, due to the congestion of traffic, and the inability of the companies to handle the business offered. Some lines have therefore attained record prices.

SMOKED FISH.		
Haddies	0 14	0 15
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	....	0 20
Bloaters, per box 60/100	....	1 50
Kippers, per box 40/50	....	2 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.		$12 50
Salmon (Labrador), per bbl.		23 00
Salmon (B.C. Red)		25 00
Sea Trout, red and pale, per bbl.		18 00
Green Cod, No. 1, per bbl.	15 00	16 00
Green Cod (large bbl.)	16 00	17 00
Mackerel, No. 1, per bbl.		22 00
Codfish (Skinless), 100-lb. box		12 00
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, Shredded, 12-lb. box		2 25
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 40
Prawns, lb.		0 30
Shrimps, lb.		0 28
Scallops		4 00

FRESH FROZEN SEA FISH.		
Halibut	21	22
Haddock, lb.	07½	8
Mackerel	12	13
Cod steak, fancy, lb.	09½	10
Cod—Toms	4 25	4 50
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10½	0 11
Perch	....	0 13
Whitefish, lb.	0 15	0 16
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Dore	0 15	0 16
Smelts, No. 1	....	0 18
Smelts, No. 1 large	....	0 23
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	11 00
Malpeque oysters (med.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	11 00
Clams (med.), per bbl.	....	9 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 18	0 20
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	....	0 26
Eastern Halibut	0 25	0 26
Flounders	....	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 15	0 16
Eels	....	0 10
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18

Barrel Pork Goes Higher

Toronto.

PROVISIONS.—The United States Government has intimated that barrel pork cannot be shipped out of that country, and prices in Canadian markets have shown considerable firmness as a result. In the Maritime Provinces there is considerable supplies of United States barrel pork used. This pork is stated to have more fat than the Canadian barrel pork, and for this reason has been in better demand in the eastern sections. In certain quarters mess pork advanced $2 per barrel, making the selling price $55 per barrel. Short cut backs have advanced $1 per barrel in the same quarter, and are now quoted at $60 per barrel. Live hogs were in fairly good supply for the holiday week, as smaller quantities satisfy the packing interests at this season. Prices of live hogs held unchanged. Dressed hogs showed a slightly firmer tendency, and in certain quarters were advanced ½c per pound, making the range from $24.50 to $25.50 per hundred. Breakfast bacon and hams are reported in fairly good demand.

Hams—		
Medium	0 30	0 32
Large, per lb.	0 26	0 29
Backs—		
Plain	0 36½	0 42
Boneless, per lb.	0 42	0 45
Bacon—		
Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 32
Wiltshire (smoked sides), lb.	0 34	0 35
Dry Salt Meats—		
Long, clear bacon, lb.	0 26½	0 28
Fat backs	....	....
Cooked Meats—		
Ham, boiled, per lb.	0 41	0 44
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40
Barrel Pork—		
Mess pork, 200 lbs.	52 00	55 00
Short cut backs, bbl., 200 lbs.	56 00	60 00
Pickled rolls, bbl., 200 lbs.	50 00	54 00
Hogs—		
Dressed, abattoir killed	24 50	25 50
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Margarine From U.S. Reaches Canadian Dealers

Toronto.

MARGARINE.—As anticipated last week, the first shipment of margarine from the United States reached the local market on Thursday of this week. This shipment was sent forward by express car. Wholesale commission houses were very busy during the week, and consequently did not get it distributed to their customers as soon as they would like. This commodity is expected to be on sale from this time forward. There is anticipation that the United States Government will not allow free shipment, but will guard her supplies carefully and will allow supplies to come forward sparingly. Interest in the commodity is maintained and prices held unchanged.

Margarine—		
1-lb. prints, No. 1	$0 32	$....
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Cottonseed Oil Receipts Are Light

Toronto.

SHORTENING.—The market for shortening held very firm during the week. Between thirty and forty cars of cottonseed oil are reported to have been shipped into Canada since the raising of the embargo, but the situation is again tight so far as getting additional supplies are concerned. The shipments that came into Canada were released because the cars were being held at the border and were needed for other purposes. Since that time there has been comparatively few licenses to ship into Canada issued by the United States Government. As a result shortening is still a scarce commodity. The United States Government is apparently confirmed in the attitude of conserving her food supplies as much as possible. Range of prices held unchanged at 24½c to 25¼c tierce basis.

Shortening, tierces, 400 lbs., lb.	0 24½	0 25¼

In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Lard Stocks Have Moved Out Rapidly

Toronto.

LARD.—There has been a good movement of pure lard during the week, and in the face of fairly good receipts there has been no accumulation of stocks. The scarcity of shortening, together with the Christmas demand for baking, has put a firmness in the lard market, and prices were quoted on the basis of 28½c to 29c per pound in tierces. There is strong demand for all edible fats and oils, and this is giving a generally buoyant tone to the lard market as well.

Lard—		
Lard, pure tierces, 400 lbs., lb.	0 28½	0 29

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Butter Prices Were Maintained During Week

Toronto.

BUTTER.—With the better demand for butter incidental to the holiday period there has been a steadiness to the market so far as prices are concerned. Shipments of margarine from the United States came into the local market during the week and were distributed to the retail trade. Arrivals of this commodity are still light and prices of butter have not been materially affected as yet. There is a continued uneasy feeling on the part of commission men as to the effect margarine will have on butter consumption. Dairy butter is scarce, as farmers seem inclined to turn their milk into other channels. In the United States a report is current that there has been a disposition on the part of farmers to kill off their milch cows on account of the high price of mill feeds.

Creamery prints, fresh made	0 47	0 48
Creamery solids, fresh made	0 45	0 46
Creamery prints, storage	0 44	0 45
Creamery solids, storage	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy, prints, lb.	0 34	0 36

Stocks Of Storage Eggs Greatly Reduced

Toronto.

EGGS.—According to the report of the acting commission on the cost of living there has been a rapid movement of storage eggs within recent weeks. On November 1 the number of dozen in Canada was placed at 14,917,224, and by December 1 this number had been reduced to 6,819,169 dozen. Considerable exportation took place during that month and caused the disappearance of approximately half the supplies of storage eggs. Prices of storage eggs are accordingly firmly maintained. New-laid eggs are very firm and supplies very scarce.

Eggs—		
New-laids, in cartons	0 65	0 70
Storage selects, ex-cartons	0 46	0 48
Storage, No. 1, ex-cartons	0 44	0 45

Think Commission Does Not Pay Enough for Cheese

Toronto.

CHEESE.—At a meeting of the farming interests of Ontario held in Toronto last week the question of the price paid by the Cheese Purchasing Commission was up for discussion. It was pointed out that on the present basis of 21¾c per pound at Montreal the farmer could only get at the rate of 19c for eleven pounds of milk. It was stated that it takes eleven pounds of milk to make one pound of cheese. Complaint was voiced that this was not a sufficient return. Whether the commission can be induced to raise their ideas remains to be seen. It is well to keep in mind that there is an agitation on the part of farmers to have the price raised. In the meantime prices held unchanged.

Cheese—		
New, large	0 22½	0 23½
Old, large	0 24	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Good Receipts Of Poultry For Holiday

Toronto.

POULTRY.—Commission men report that the receipts of poultry were heavy during the last few days preceding the holiday. Turkeys and geese were received in good numbers. Geese particularly were in good supply, and were much in evidence. Prices were maintained during the week, although for future buying there is an easier tone owing to the good receipts and also to the fact that with the passing of the Christmas season the demand for poultry also wanes. Chickens were also in good supply. For the most part poultry was fairly well finished.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$0 13-$0 18	$0 16-$0 24
Geese	0 16- 0 18	0 22- 0 23
Turkeys	0 22- 0 27	0 32- 0 33
Roosters	....-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	....-0 22
Hens under 5 lbs.	....-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	....-0 17	0 21-0 22
Squabs, dozen	....4 50	....-....
Prices quoted to retail trade:		
Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 28
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 22-0 27	0 30-0 38
Geese	0 17-0 19	0 23-0 27

Oysters Moving Free For Holidays

Toronto.

FISH, OYSTERS.—There has been a good movement of oysters within recent weeks and particularly around the holiday season. There was some doubt in the minds of retailers as to whether or not they would sell at the high prices as compared with last year. Some hesitated to even place them on sale. But with the cold weather and the placing of the oysters in evidence there was a ready sale, even in spite of the price. Prices held steady during the week at the decline noted last week. There has been a good sale of smoked and dried fish during the week. Fresh fish were in very light supply, supplies being confined almost entirely to frozen fish. Prices held steady.

SMOKED FISH.		
Haddies, per lb., new cured	....	0 14
Chicken haddies, lb.	....	0 12
Haddies, fillets, per lb.	0 16	0 18
Ciscoes, per lb.	0 16	0 17
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 2-lb. blocks	....	4 50
Strip cod, lb.	....	0 12
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits 15 lbs.	....	2 50
Labrador salt herring, barrels	10 00	10 75
Do., half barrels	5 25	5 50
FRESH SEA FISH.		
Halibut, frozen	0 20	0 21
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	....	0 23
Do., Cohoe	....	0 20
Do., White, spring	0 13	0 13½
Haddock, fancy, lb.	0 09	0 10
Herrings, frozen	0 05	0 06
Steak, cod, fancy, lb.	0 10	0 11
Haddock, heads on, lb.	0 09	0 10
Cod, market, heads on, lb.	0 09	0 10
Mackerel, frozen, lb.	0 12	0 13
Flounders, frozen	0 08	0 10
Swordfish, lb.	....	....
FRESH LAKE FISH.		
Herring, frozen, lb.	0 05	0 08
Herring, pickled, keg 100 lbs.	....	5 50
Pike, lb.	....	....
Whitefish, frozen	0 14	0 15
Trout, lb., frozen	0 15	0 16
Mullets, frozen, lb.	....	0 06
Yellow pickerel, frozen, lb.	0 12½	0 13
Oysters, per gal.	2 50	3 25
Blue points, bbl.	....	11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.	....	10 00
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00

Big Declines In Dairy Butter Prices

Winnipeg.

PRODUCE AND PROVISIONS. — During the past week the hog market has been firm with fair runs. Towards the end of last week the market advanced to 16¾c. There has been a good outside demand as well as local. Provision prices are unchanged. BUTTER. —Creamery butter has not undergone any change. The price of dairy butter is being affected by the approaching arrival of margarine. Dairy receipts are very light, due to cold weather; price is down to 30c, and it is expected it will drop even lower.

EGGS.—The demand has been keen during the past week owing to the lack of country receipts and because of the heavy demand for Christmas baking. Prices are unchanged. No. 1 candled are bringing 40-42c, and selects 45-47c.

Hams—		
Light, lb.	....	0 32
Medium, per lb.	....	0 30
Heavy, per lb.	....	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	....	0 39
Backs, regular	....	0 42
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 27	....
Backs	0 31	....
Barrelled Pork—		
Mess pork, bbl.	....	48 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 80
Cases, 5s	....	17 03
Cases, 3s	....	17 10
Lard, Compound—		
Tierces	....	0 23
Tubs, 50s, net	....	11 63
Pails, 20s, net	....	4 90
Fresh Eggs—		
No. 1 candled	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 44
Dairy, prints	....	0 40
Dairy, tubs	0 38	0 39
Margarine—		
No. 1	....	0 32
No. 2	....	0 30
No. 3	....	0 27

Further Decline Of ¼c On Pure Lard

Winnipeg.

LARD.—There has been a further decline in the price of pure lard of ¼c per lb. The fact that margarine will make its appearance this week is to blame for this to a certain extent, also to the flush in hog runs. In sympathy with pure lard it would be expected that compound lard would decline as well, but this is

(Continued on page 41.)

A LITTLE BETTER THAN THE OTHER FELLOW'S

OLEOMARGARINE

BRANDS

EV-ER-GOOD **TRY-SOME**
LUX-RY **OLD GLORY**

U.S. Inspected and Passed by Department of Agriculture.

SALES AGENTS FOR CANADA

JOHN ALLAN

203 W. SO. WATER ST. CHICAGO, ILL., U.S.A.

CORRESPONDENCE SOLICITED.

Mince Meat

WE are putting up a line of fine *Old English Mince Meat* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kits
40-lb. "
20-lb. "
5-lb. Tins
And 1 Quart Sealed Jars.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

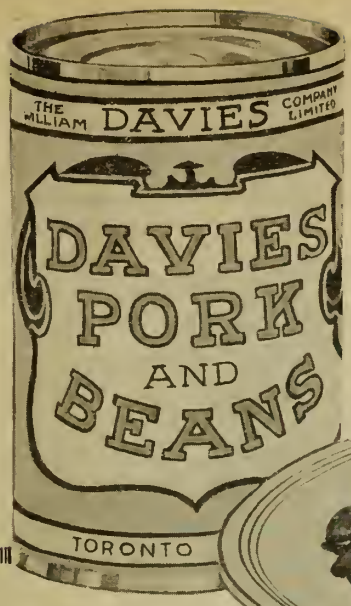
Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

A Satisfied Customer the Best Advertisement

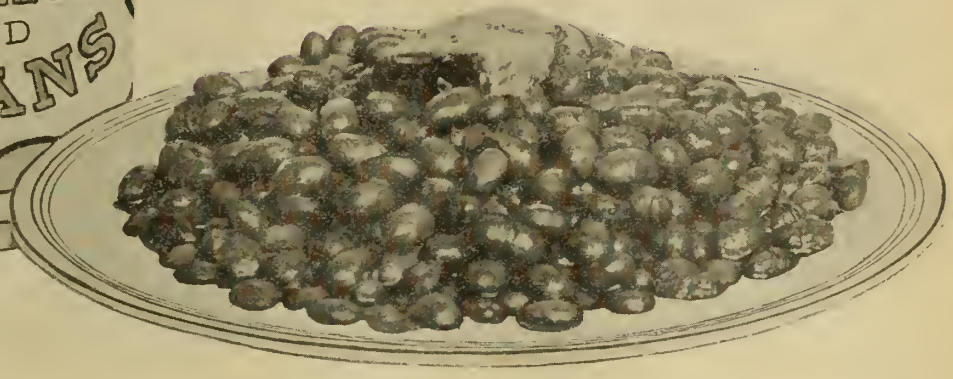
We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.

It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, HARDWARE AND METAL, *which you will please send along with* CANADIAN GROCER.

P. PAUL & CO.,
Duncan Station, Que.



FINE!



"Easy to Sell—but Hard to Beat!"

ILLUSTRATING a bright, quick seller, that's making a name for itself. Something good and appetising—something nourishing and inexpensive—something that will move off your shelves in double-quick time and bring you quick profits and a welcome stream of "repeats."

Here's the line you want to stock! For a tempting, wholesome article of food at low cost, nothing meets the demand like—

DAVIES
Pork and Beans

A real quality product — prepared from choice, whole, hand-picked beans—put up in attractively labelled tins—selling at a reasonable price.

No chance of a product like this falling asleep on the counter! Here's a bright, on-the-job, wide-awake seller that's bound to bring you profit. Order to-day.

Sold in 1s (11 oz.), 1½s (16 oz.) and 2s (20 oz.) Tins—Plain and with Tomato Sauce

THE WILLIAM DAVIES COMPANY LIMITED

TORONTO **MONTREAL** **WINNIPEG**

If any advertisement interests you, tear it out now and place with letters to be answered.

FEATURE THEM NOW

Why not turn the prevailing demand for fish to good account by featuring a supply of the popular

Brunswick Brand Sea Foods?

Your most particular customers will appreciate the delicious good qualities of these delectable sea foods. You can confidently recommend every one of these lines—they are as good and as custom pleasing as care and skill can make them.

Stock up from the following lines. Show them in your displays and watch them sell.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

Make it a

Prosperous New Year

in your Meat Department

The Eureka Refrigerator will help you sell more meat and will keep your stock sweet and fresh with a minimum ice consumption.

And, besides, with a Eureka you can display your stock in a tempting, sales-creating way.

Write for catalog. No obligations.

Eureka Refrigerator Co., Ltd.

11 COLBORNE ST., TORONTO

Phone Main 566

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

If any advertisement interests you, tear it out now and place with letters to be answered.

Frank Mutton, Salesman

and salesmanager of very brilliant record—has completely caught a point of view which we have been presenting for years and years, and latterly, most of all. This point of view is:

Men engaged earnestly in the affairs of business will and do find immense help and illumination from reading each week THE FINANCIAL POST OF CANADA

THEY get wheat sifted from the chaff. They get news and information about the things that really count in the conduct and movements of business and Canadian public affairs. They get a clear interpretation of news, events, happenings and factors that determine present and future developments. They read what big men have written or said about Canadian business and public affairs, and what exceedingly well-informed men glean about securities, markets, tendencies and other phases of business and investments; they read a commercial newspaper most interestingly written, admirably edited, sane and unpartizan. When a newspaper of this type and quality is available, the wonder is that any business executive or salesman or salesmanger tries to get along without it.

If we had written this letter ourselves, we could not have put it better:

Attention, Editor

Recently we sent you a subscription covering the delivery of "The Financial Post" to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact, that in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this Country. Your paper contains information that is invaluable to any travelling representative of any firm.

Yours very truly,
F. E. MUTTON,
General Manager,
International Time Recording Company of Canada, Limited.
Toronto, Oct. 12, 1917.

Prior to his connection with International Time Recording Company, Mr. Mutton was Canadian manager of National Cash Register Co.

NO salesman or salesmanager can do his best work without knowing the kind of news which THE FINANCIAL POST exists to provide. Anything that multiplies a salesman's or salesmanager's knowledge and ability required in the selling of goods and in meeting buyers and customers is likely to be a cheap, cheap investment. Mr. Mutton was and is a success because he incorporated into himself and his organization outer forces of power. Read his letter again.

OUR POINT IS:

BUSINESS and salesmanagers can most profitably do what Mr. Mutton has done: Subscribe for a copy for each man able to use knowledge of current business and public affairs in Canada to increase sales, to buy wisely, to know when to extend or contract credit, and when to go slow or speed up production.

The Financial Post of Canada

.....1917

MACLEAN PUBLISHING CO., LTD.,
143-153 University Ave., Toronto.

Send me each week THE FINANCIAL POST. I will remit the price, $3.00 a year, on receipt of bill.

Signed..... ....

With .....
(Name of Firm)

C.G.

Address..... ....

Furnivall's FINE FRUIT PURE JAM

Let Furnivall's dominate your daily jam displays and brisk sales will be the rule. For Furnivall quality will win approval from the most hard-to-please customer. And the profit margin is worth while.

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

FURNIVALL-NEW, Limited
Hamilton, Canada

Do not place your order for Canning Boxes until you have our prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

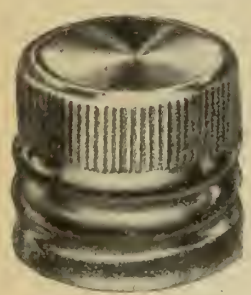
MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will he put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.
Tea Merchants to the King
EDINBURGH, SCOTLAND
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W. MONTREAL

Bernardin Sanitary Catsup Screw Cap



As tin plate in 1918 will be very dear, we suggest that you would write us for prices, and sample. We are ready to make the kind you require.

J. E. BEAUCHAMP & CO.
Montreal, Que.

AGENTS:
P. A. C. McIntyre & Co., Winnipeg: Lynch & Manley, Toronto; H. C. Brennan Co., Ottawa: Landry & Simard, Quebec.

"McCASKEY" Account Systems
For Every Business.
Send for booklet—
"A Credit Plan that Works."
McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

Send Your Order To-day For Populaire's Egg Powder

Ten cents for a dozen eggs—that is what it means to your customers.

Populaire's Egg Powder is guaranteed to give as good results as fresh eggs for all cakes, puddings, etc., and it will keep for any length of time. Full directions on each package.

WRITE US NOW

THE IMPERIAL COMPANY, REG'D.
645 St. Valier St., Quebec, P.Q.

May we

send you, prepaid, a 5-case lot of Marsh's Grape Juice so that you can prove its big selling value?

It's worth your while to try Marsh's. The demand is there and a satisfied customer with every sale.

The Marsh Grape Juice Company
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, teli us about how it sold the goods.

The Editor, Canadian Grocer
143-153 University Ave., Toronto, Ontario

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain. Tall. $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30

Chocolate Confections	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes,	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

IS IT A GOOD MAN YOU WANT?

WISHING and wanting won't get him for you. Advertising probably will. You ask what paper to use? Well, you can waste a lot of good money using wrong papers. The best one to use is CANADIAN GROCER.

This newspaper is probably read by the man you will engage. At any rate, if you want a man trained, the chances are that he sees and reads CANADIAN GROCER. If your advertisement tastes good to him, the chances are he'll answer it. Then it's up to you to land him.

But look for him where he's likely to be—behind some counter or desk in a retail or wholesale grocery house.

You never can tell what's in the mind of men to make them willing to change. Perhaps it's money, perhaps a cranky boss, perhaps climate, perhaps a girl. But it will be something or other.

Sometimes the first insertion of an advertisement finds the man. Sometimes you will have to keep on advertising.

OUR part is not to guarantee you answers, or to promise any. We have no control over such things. But we can put your advertisement—and do—into about 5,000 grocery stores, wholesale and retail, all over Canada. This is our part. And surely 5,000 is enough.

Rate is two cents per word first insertion; one cent per word each subsequent insertion, and five cents extra per insertion for Box No. in our care. Numbers count as words. Use a box number if you prefer. Send remittances with advertisement. Make advertisements brief as a telegram.

Address to:

Canadian Grocer Want Ads.
143-153 University Avenue
Toronto

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encylopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than $50,000 to produce this book—but it sells for only $10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can.....
No. 16 Jar.....
No. 4 Jar.....
No. 10 Can.....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can....
No. 10 Can.....
Picnic Can.....

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn — ½s, $2.50; 1s, $3.50; 2s, $8.50.
Boneless Pigs' Feet—½s, $2.50; 1s, $3.50; 2s, $8.50.
Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.
Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.
Cambridge Sausage, 1s, $4; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.
Sliced Smoked Beef, glass, ¼s, $1.75; ½s, $2.75; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal Pate—½s, $1.95.
Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s, 70c; ½s, $1.35.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2.
Ox Tongues, tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50; 2½s, $17.50; 3s, $19.00; 3½s, $20.50; 6s, $45.00.
Ox Tongues, glass, 1½s, $14; 2s, $17.
Mincemeat, in tins, 1s, $2.70; 2s, $3.80; 5s, $12.
In Pails, 5 lbs., 20c; 10 lbs., 19½c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
Clark's Peanut Butter—Glass Jar. ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.
Clark's Tomato Ketchup, 8-oz., $2.25; 12-oz., $2.80; 16-oz., $3.50.
Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s, $1.15; 1½s, $1.60; 2s, $1.75; 3s flats, $2.45; 3c, talls, $2.75.
Pork and Beans, Tomato Sauce, blue label), Talls, 1s, $1.25; 1½s, $1.85; 2s, $2; 3s talls, $3.20; 3s flat, $2.90.
Individuals, 95c doz.
Pork and Beans, Chili (red and gold label), 1s, $1.25; 1½s, $1.85; 2s, tall, $2; 3s, flat, $2.90.
Vegetarian Baked Beans, Tomato Sauce, 2s, talls, $2.
Clark's Chateau Chicken Soup, $1.75.
Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, $1.25.
1 doz. per case, at $10.00; 10-oz. bottles, $5.00.
No. 1 assorted, $1.30; No. 2 assorted, $1.30.
Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.; 10-oz. bottle, $5.
Canadian Boiled Dinner, 1s, $2.50.
English Plum Puddings, 1s, 2s.
Ready Lunch Veal Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Beef Ham Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Beef Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Assorted Loaves—½s, $2.00; 1s, $3.95.
Geneva Sausage — 1s, $4.25; 2s, $8.25.
Roast Mutton—1s, 2s, 6s.
Boiled Mutton—1s, 2s, 6s.
Cooked Tripe—1s, $2.50; 2s, $4.25.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $4.00; 2s, $7.00.
Minced Collops — ½s, $2.00; 1s, $3.25; 2s, $6.00.
Sausage Meat—1s, $3.50; 2s, $5.50.
Jellied Hocks—2s, $8.00; 6s, $25.00.
Irish Stew—1s, $3.50; 2s, $5.50.
Boneless Chicken — ½s, $6.00; 1s, $9.00.
Lunch Tongue—½s, 1s, 2s.
Tongue, Lunch— 1s.
Chateau Brand Pork and Beans—1s, $1.60; 2s, $2.30; 3s, $3.50. Tomato Sauce ,individual, $1.00; Plain Sauce, individual, 95c; 1s. $1.50; 2s, $2.05; 3s, $3.25.
Smoked Geneva Sausage—½s, $1.95.
Pate de Fois—¼s, 65c; ½s, $1.30.
Lunch Tongue, in glass, 1s.
Mincemeat, in glass—1s, $3.25.
Brisket Beef, in glass—1s.
Chicken Breasts, in glass—1s.

MUSTARD.

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

MacLean's Magazine

for JANUARY

Chasing the Submarine---by a Canadian

A CANADIAN, whose name is withheld, in the Motor Boat Patrol Service in the North Sea, tells in the January MACLEAN'S the story of the work and life and triumphs of the Service to which he is attached. It is a fine performance by MACLEAN'S to get this story for the Canadian people. Successes of this sort have made MACLEAN'S go far forward in public favor during past months.

If the horrid and terrible submarine warfare and the conquest of this pest of the deep interest you, learn more about submarines and their capturing in the January MACLEAN'S, and pass on to others the news of this unsigned contribution.

Ships---more ships---and yet more ships

THIS is a very strong article which Miss Agnes C. Laut contributes. As usual she is very well informed. Regarding the duration of the war she voices American opinion when she says that it is likely to be long drawn-out. The United States people are buckling down to a stern struggle. At this time we want very much to read what well-informed, virile thinkers and writers have to say about the war, since things are not any too bright in certain directions. Miss Laut has a good deal to say about the shipping programme of the United States, and certainly she gives facts and sets us thinking as few writers do.

"Jim" by Robert W. Service

A POEM by this strong poet—a poem wrought amid the smoke and hell of battle, yet fanciful and tender One wonders how men can write fanciful verse amid surroundings that seem so adverse to thinking and writing, yet some gifted can detach themselves and let fancy play; or is it that their minds see through the real and horrible—through the immediate environment into inner things? Whatever it may be, we ought to be glad for the verse that men like Service give us, remembering how and where it is produced.

Adam and Arthur William Brown, Brothers

ADAM BROWN is a Canadian short story writer of large promise. His brother, Arthur William, is one of New York's foremost illustrators. Both brothers have joined their gifts to make Hannibal Helps a mighty good feature of the January MACLEAN'S.

A New Serial by Alan Sullivan

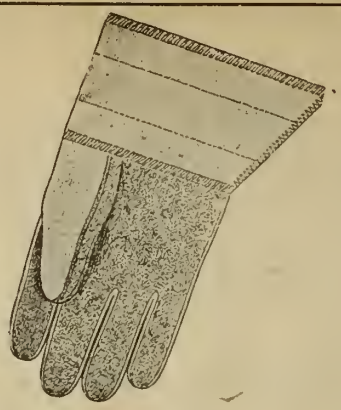
ALAN SULLIVAN'S recent novel, The Inner Door, is being well received. Perhaps we have no better novelist of his type in Canada to-day. He writes books that show introspection and fine analysis. This serial, The Magic Makers, adds venture and mystery to psychological study, and is a rare good thing. Arthur Hemming illustrates the story, which begins in Scotland and is transferred to Canada where the stage is set.

The Regular Departments of MacLean's

REVIEW of Reviews, Women at Work, The Business Outlook—are present in goodly measure. Oppenheim's The Pawns Count, Trench Pictures, and first-class illustrations by artists of note help to make the January MACLEAN'S good value for money.

At All News Stands, 20c

Build a bigger Glove business with



TAPATCO
REGISTERED BRAND TRADE MARK

A good profit and the lasting good-will of your customer is the success-making combination that Tapatco Gloves offer you.

Tapatco Gloves are made to give satisfaction, and they do give it. They'll go up against the very hardest conditions and come out winners.

We make Tapatcos in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The
American Pad & Textile Co.
CHATHAM - - ONTARIO

"How to Hire, Train and Supervise Men"

"Getting Better Results From Salesmen"

Learn how successful business men handle these important problems by reading

Management and Salesmanship

By

Hugh Chalmers, Pres. Chalmers Motor Car Co.
John Lee Mahin, Pres. Mahin Advertising Agency

This book is written in a clear, concise style easily understood, every paragraph a mine of good solid facts prepared by these two thinkers and workers. You cannot afford to be without this book if you have management and salesmanship problems to solve.

The price is only 50 cents. Send for your copy to-day; the supply is limited.

MacLean Publishing Co., Ltd.

Technical Book Dept.

143-153 University Ave. - Toronto

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—

Boxes	Cents
40 lbs. Canada Laundry	.10½
40 lbs., 1 lb. pkg., White Gloss	.11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.11½
100-lb. kegs, No. 1 White	.11
200-lb. bbls., No. 1 White	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13½
100 lbs., kegs, Silver Gloss, large cryatals	.11½
40 lbs., Benson's Enamel, (cold water), per case	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.80

Culinary Starch.

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.12
40 lbs. Canada Pure Corn	.11

(20 lb. boxes ¼c higher).

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—

Canada Laundry	0.10½
Boxes about 40 lbs	0.10¾
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	0.12

(20-lb. boxes ¼c higher than 40's)

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.75
2-lb. tins, 2 doz. in case	5.15
5-lb. tins, 1 doz. in case	5.50
10-lb. tins, ½ doz. in case	5.25
20-lb. tins, ¼ doz. in case	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	0.07½
Half bbls., about 350 lbs	0.07¾
¼ bbls., about 175 lbs	0.08
2-gal. wooden pails, 25 lbs.	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs.	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.65
5-lb. tins, 1 doz. in case	6.00
10-lb. tins, ½ doz. in case.	5.75
20-lb. tins, ¼ doz. in case.	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs	6 50
½ barrels, per 100 lbs	7 00

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 1-14s, lb	$ 0 65
Bobs, ⅛s	0 64
Currency, 1-9s	0 62
Stag Bar, 7½s, boxes 6 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. [illegible]	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 70
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 80
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 72
Walnut, 9s	0 70

Start The New Year Right With High-Class

FISH and OYSTERS

We are ready for business. We never tire. Our Fish stocks are bristling with new goods for the New Year. Let this January be your biggest Fish month. New Smelts, Halibut, Salmon, Whitefish, as well as Frozen and Salted Herrings, Shrimps, Etc.

Try Our Quality Oysters, Cheapest and Best on the Market.

WHITE & CO., LIMITED

Toronto

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

"RETAIL ADVERTISING—COMPLETE"

By

Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending $1.00 for your copy of this book.

MacLean Publishing Co., Ltd.

(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

We are offering the best value in Rice on the Canadian market to-day.

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESS FOR SALE

PATENT MEDICINE BUSINESS MANUFACturing a staple proprietary article of merit, with big prospects; has been on the market for years and advertised. This is a good opportunity, and a few hundred dollars will finance; present owner retiring. Full particulars by applying to Box 267, Canadian Grocer.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EXperienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

BUTTERMAKER WITH MANY YEARS' EXperience in manufacturing of oleo, both animal and vegetable, wants position with first-class concern. Address Box 266, Canadian Grocer.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

THOROUGHLY EXPERIENCED GROCERY man, married, ten years retail trade, desires travelling position, or would take management of live grocery. Have Northern Ontario connections. References. Apply Box 265, Canadian Grocer.

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

WANTED TO BUY

WANTED — A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

POSITION VACANT

REPRESENTATIVE WANTED WITH GOOD connection amongst grocers and bakers in Fort William and district for the sale of our famous products, on liberal commission terms. Litster Pure Food Co., Limited, Toronto.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
½-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

Canada Leaf Tobacco

FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

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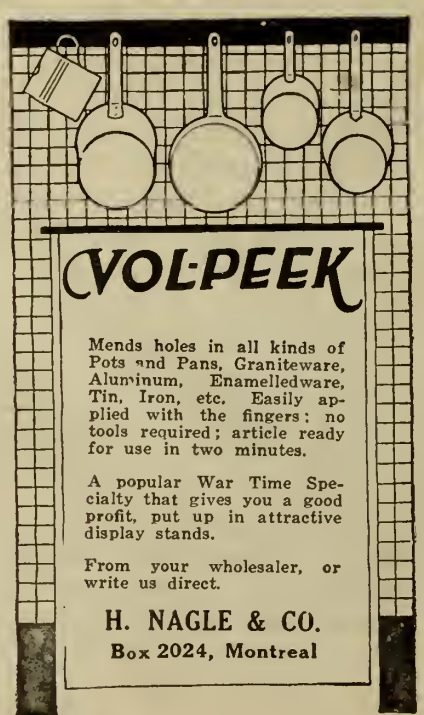

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